

# THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 15.

NEW YORK AND CHICAGO, OCTOBER 9, 1911.

PER ANNUM, \$2.00  
SIX MONTHS, \$1.00

## FALCONER'S APPEAL

The President of the National Association Makes Appeal to Stationers to Join Trade Organization—Attend the Convention.

MEMBERS of the trade who have never attended a convention of the National Association of Stationers and Manufacturers are made the subject of a direct appeal by President Falconer who, through the medium of The Scribe, urges them to attend the Buffalo meeting. His clever appeal follows:

"We are told in Holy Writ that Noah endeavored for the space of one hundred and twenty years to persuade his friends and neighbors to seek safety by embarking on his ark, but got only laughter for his pains. He could induce only his immediate family and a few poor dumb brutes to avail themselves of the protection from the impending flood so earnestly and persistently offered them.

"The little company marched into the ark; then the door was shut.

"After that event it was all over with the poor antediluvians.

"They had their chance and had chosen to stay out.

"They could not blame Noah for what happened. It was their own fault.

"They thought nobody could teach them anything about their business—they were satisfied with conditions. They didn't believe there was going to be any flood.

"No doubt Noah and his family were very sorry for them when they saw their danger, but sympathy wouldn't help them any. It was too late.

"All of which has a moral.

"You can apply the moral to suit yourself—all I want to say here is that you stationers have still a chance to get in line, and it is not yet too late to enroll yourselves among the progressives.

"If you are not a member of the National Association of Stationers and Manufacturers you can still join by send-

ing your application and ten dollars to the secretary, Mr. M. W. Byers, 41 Park row, New York City.

"If you have never attended a convention the chance is still yours, whether you are a member now or not. Just get aboard the train or boat tell the conductor to put you off at Buffalo. It is the week of October 9, at the Hotel Statler.



HOTEL STATLER, BUFFALO, N. Y.

"Most of the live stationers will be there. Go and see what they look like. Hear them talk. Find out how they got there.

"If you call yourself a live stationer, you belong there anyhow, so go and help impart some life to others who need it. If you are not a live stationer, go and have some life put into your system and when you have sufficient you will

(Continued on Page 24.)

## THE CONVENTION

Programme of the Seventh Annual Meeting of the National Association of Stationers and Manufacturers to Be Held in Buffalo Oct. 9-12.

STATIONERS from all parts of the country who are now on their way to Buffalo, or preparing for the journey, will want to have in hand a complete copy of the convention's programme. For that reason the Official Calendar of the National Association is reprinted this week, together with the other arrangements as already announced:

### Official Calendar.

MONDAY, OCTOBER 9, 1911.

9 a. m.—Meeting of credentials and registration committee to receive credentials of delegates and members and for the registration of each person who attends the convention.

2 p. m.—Meeting of board of control.

8 p. m.—Surprise party and Gettogether-fest provided by Traveling Men's Night Committee; all members and guests are invited to be present—ladies included.

TUESDAY, OCTOBER 10, 1911.

8.30 a. m.—Meeting of credentials and registration committee.

10 a. m.—First session of the National Convention will be called to order promptly. Invocation.

Address of Welcome.

President's Report.

Secretary's Report.

Treasurer's Report.

Auditor's Report.

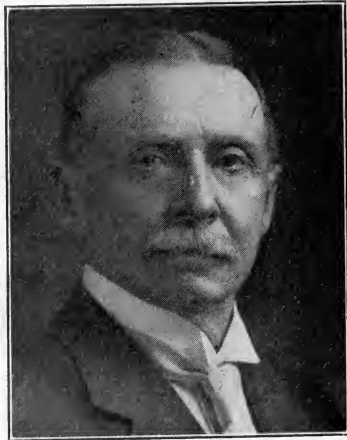
Address by Mr. William F. Lucas, Jr., Baltimore, Md., subject: "Development of Salesmen and Keeping Them in Your Employ."

Address by Mr. Robert S. Denham, Cleveland, Ohio, subject: "Cost of Doing Business."

1 p. m.—Adjournment—Luncheon served at headquarters.

2 p. m.—Second session national convention.

Appointment of nominating committee.  
Reports of permanent committee and discussions.  
5 p. m.—Adjournment.



L. G. WETMORE,  
Member Banquet Committee.

WEDNESDAY, OCTOBER 11, 1911.

10 a. m.—Third session national convention.

Reports of permanent committees and discussions.

1 p. m.—Adjournment—Luncheon served at headquarters.

2 p. m.—Fourth session national convention.

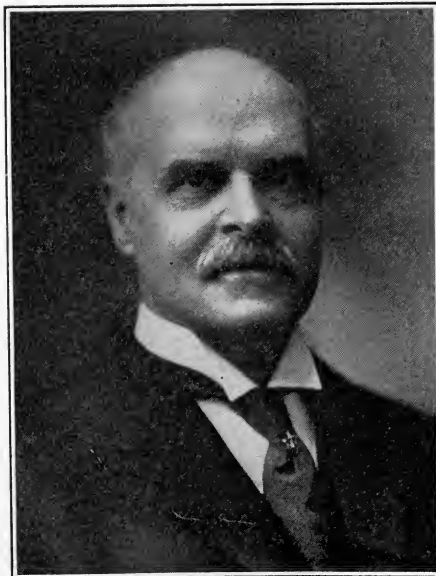
Address by Mr. Chas. A. Lent, New York City, representing the dealers.

Address by Mr. R. P. Andrews, Washington, D. C., on behalf of the manufacturers.

Subject both addresses: "Uniform Selling Prices by Manufacturers."

Address by Mr. James L. Cowles, New York City, secretary and treasurer of the Postal Progress League.

Address by Mr. Charles W. Burrows, Cleveland, Ohio.



DU MONTE A. WHITING,  
Chairman Convention and Banquet Committees.

Subject both addresses: "Parcels Post."  
(The former speaker in favor of establishing a parcels post, and the latter in opposition thereto.)

Report of convention committee on place and time for holding convention 1912.

Report committee on resolutions.  
5 p. m.—Adjournment.

THURSDAY, OCTOBER 12, 1911.

10 a. m.—Fifth session national convention.

Report of committee on nominations.  
Miscellaneous business.

1 p. m.—Adjournment—Luncheon served at headquarters.

2 p. m.—Sixth session national convention.

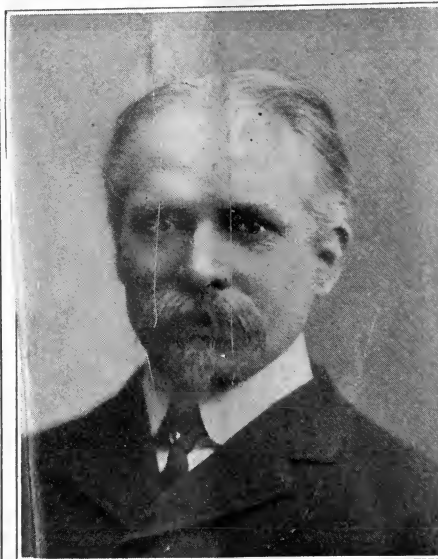
Election of officers and directors.  
Adjournment.

Meeting of new board of control.

#### Further Details.

#### ATTENDANCE.

Those who plan to attend the conven-



MILLINGTON LOCKWOOD,  
President The Stationers' Club of Buffalo.

tion should at once notify Du Monte A. Whiting, 15 Swan street, Buffalo, N. Y. This information will assist the committee in completing arrangements for the entertainment and the banquet.

#### HOTEL ACCOMMODATIONS.

Hotel accommodations should be reserved through Charles Bleyler, 204 Pearl street, Buffalo. Those who cannot decide till the last moment should send a telegram to the chairman, who will secure a room for them.

#### CONVENTION COST.

Each person attending the convention, whether member or guest, will be required to contribute twelve dollars (\$12) to the entertainment fund, as provided for in Article X, Section 3, of the Constitution and By-Laws. This contribution can be

remitted with letter of acceptance, or may be paid when registering at the headquarters of the association on the opening



L. F. HOUPT,  
Member Banquet Committee.

day of the convention. This will entitle the person to participate in all the entertainment in connection with the convention, and a card of admission to the banquet. Make checks payable to Willis P. Whiting, treasurer, Buffalo, N. Y.

#### VISITORS.

Visitors (who have paid their contribution to the entertainment fund) will be admitted to all the entertainments, including Traveling Men's Night and the outing to Niagara Falls.

#### REGISTRATION.

The Credentials Committee will be in attendance with the local committee of the Buffalo Stationers' Club, at the headquarters.

(Continued on page 26.)



WILLIS P. WHITING,  
Member Executive Committee.





Our papers are also supplied by Eaton, Crane & Pike C o., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

**TYPEWRITER RIBBONS and CARBON PAPER**

*We* can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

**MITTAG & VOLGER, Inc.**

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

**DO YOU SELL "BERLIN'S" QUALITY FIRST STATIONERY?**

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

**BERLIN & JONES**

SALESROOMS: 547 WEST 27th ST.



Readers prove that quick sales pay

**COMPANY**

AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

## BRIGHT IN CANADA

With the Defeat of Reciprocity, Business in the Dominion Has Taken on a More Confident Tone—News Items.

(From Our Regular Correspondent

TORONTO, October 1, 1911.—As a result of the Dominion General Elections of September 21, business has taken a more confident tone in Canada and prospects have brightened considerably. The decisive manner in which the reciprocity pact was turned down showed that the people were satisfied with the condition as they were and did not wish to tamper with the tariff. The results of the adoption of reciprocity were problematical; it might or might not have worked out to the advantage of the Dominion. Its rejection was tantamount to a continuance of the present policy of mild protection, the effect of which everybody knows. This steadying of the commercial pulse has undoubtedly been beneficial.

So far as the stationery trade is concerned it has reflected the general trend of public opinion. Some districts which would undoubtedly have suffered from the adoption of reciprocity, cut down their buying orders until after the question was settled. Conditions were generally uncertain. Now that it has been decided what policy Canada will pursue, confidence has been restored. All over the country the outlook is good.

### TARIFF COMMISSION TO BE APPOINTED.

The new government is pledged to appoint a tariff commission to study the needs of the country. If any revision is made, it will undoubtedly be upward, as adequate protection for Canadian in-

dustry is one of the leading policies of the conservative party. With a powerful backing in Parliament, the Borden ministry will be in a position to advance the tariff if necessary.

D. J. Young & Co., Calgary, Alta., have recently remodeled their business offices, removing them from the rear of their store to the second story and equipping them with the latest appointments. Seven sound-proof rooms have been provided for testing gramophone records.

### ADDS A STATIONERY DEPARTMENT.

Price Jones & Co., Calgary, Alta., are adding a stationery department to their department store. It will be housed in an addition to their building, which has just been completed.

Mr. Payne, one of the partners in the Granville Stationery Co., Vancouver, B. C., spent two months this summer in California, by way of vacation.

Harry Brodie, of the Moose Jaw Drug and Stationery Co., Moose Jaw, Sask., visited Eastern Canada recently.

A. E. Pearson, stationer, Calgary, Alta., is now among the benedicts, having married, quite recently, Miss Mabel Foster, an Ontario girl.

F. G. Muxlow, of the Market Drug Store, Meaford, Ont., has bought out R. Agnew's stationery store in the same town.

John Hunter, who has been for twenty-five years on the traveling staff of the Copp, Clark Co., Toronto, Ont., has been laid up for the past two months, necessitating a re-organization of the staff. H. Tanner is covering the northern part of his territory, and H. Walker the balance.

S. W. Baker has disposed of his stationery store at Prince Albert, Alta., to James M. Merritt.

William Tyrrell & Co., book sellers and stationers, Toronto, are opening a branch store in North Yonge street, where a new retail centre is being developed.

Robert Tape & Co., stationers, Ridgetown, Ont., have sold their business to J. G. Little.

The Pugh Manufacturing Co., Toronto, Ont., picture post card manufacturers, have changed their name to the Pugh Specialty Co.

The Western Leather Goods Co., Toronto, Ont., has removed its factory from West King street to 1191 Bathurst street. The show and salesrooms will be continued on King street until after the new year.

Carmichael & Saunders have opened a stationery store at Strome, Alta.

Thomas Ralph, Dundas, Ont., has enlarged his stationery and dry goods store to accommodate increasing business.

John B. Gay, who has been many years in the stationery business in Hamilton, Ont., is retiring.

Mr. Abraham has opened a book and stationery store at Porcupine, Ont., the new gold mining camp.

J. W. London, stationer, Belleville, Ont., died recently, and his business has been disposed of. W. A. C.

### Kabus Resigns—To Start for Himself

Ferdinand Kabus, who for the past five years has been in an executive capacity for A. W. Faber, the well-known pencil manufacturer, has resigned his position. It is Mr. Kabus' present intention to go into business for himself, but he is not quite ready to announce his plans to the trade.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES  
**WHITING PAPERS ARE STANDARD**

## TRUE VALUE

in stationery consists not only in its selling quality but also in the satisfaction experienced by the purchaser. Whiting Papers are adapted to all fine stationery uses and combine excellence of quality with elegance in style. They comprise Correspondence, Mourning, and Wedding Papers, Papeteries, Visiting Cards, Typewriter Papers and Tablets. Progressive dealers quick to recognize goods that insure quick sales and satisfied customers realize the TRUE VALUE of WHITING PAPERS.

Whiting Paper Company

New York, 148-150-152 Duane Street  
Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.



# TOWER MANUFACTURING & NOVELTY CO.

306-308 BROADWAY NEW YORK CITY, N. Y.

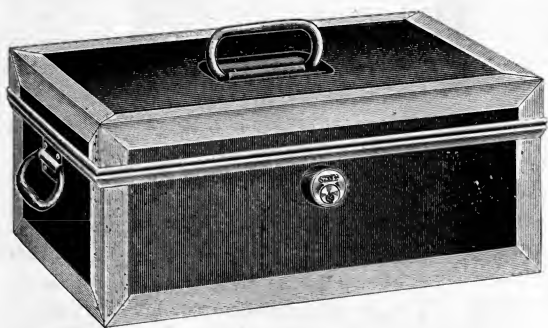
## WHOLESALE STATIONERS CARD INDEX TRAYS and CABINETS

We carry a complete line. Write for descriptive lists

### BIG discount to the trade

Prompt and efficient service.

If it's "Stationery," we have it.



### You Cannot Sell What You Haven't in Stock

If you are not carrying a sample line of our

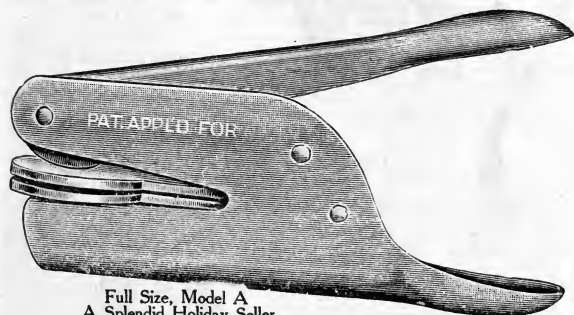
#### Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co.,

Durham, Conn.

## ROOVER'S HAND EMBOSSER



Full Size, Model A  
A Splendid Holiday Seller

The best in the market, combining  
NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE

Require little effort to sell—one sale leads to more



Single Initials 25 in a display box (except X) retailing for 25 cents each—to the dealer, \$3.75 delivered. Three Initials, 1.00 each—To the dealer, 70 cts. delivered.

Samples of work and Price List, of our Extensive Line mailed on request. It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

## THE DRYSDALE COMPANY, Inc.

CHICAGO: 209 South State Street

NEW YORK: 41 West 36th Street

Publishers of HIGH GRADE PHOTOGRAVURES, Post Cards, Ideal Heads, Mottoes, Aquagravres, Landscapes, Tally and Place Cards

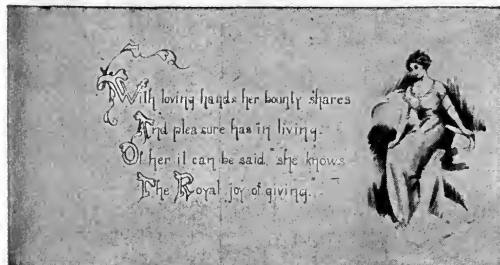
Christmas and New Year Folders for the best trade. Plain Photogravure and hand colored.

Our 1,500 line of Christmas Folders is the best 5 cent retailer in the market. Our 1,600 Folder holds the same position in the 10 cent field.

### CHRISTMAS POST CARDS, 30 Subjects

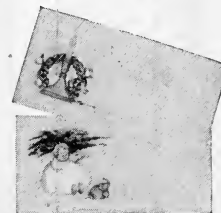
THE DRYSDALE QUALITY is in a class by itself.

Better see samples before completing your line. Address either office.



12 Designs—6 Ladies, 6 Gentlemen.

In Photogravure ..... \$1.50 per gross.  
Hand Colored ..... 3.00 " "



Xmas Series—6 Designs.

## MANY REORDERS

**Philadelphia Stationers Have Been Busy Filling Them—Situation Said to Be More Than Satisfactory—News of the Week.**

(From Our Regular Correspondent.)

PHILADELPHIA, October 4.—Reorders are the order of the day. A tour of the leading jobbing establishments brings reports from all of them that to a greater or lesser extent all have been required during the week to duplicate orders to the importers because from the country districts particularly such reorders for Halowe'en goods have come in, that stocks would be depleted at once unless they were supplemented. Not for a great many years has the Hallowe'en season started in so early and with such vigor as it has this year.

But despite the look forward the look backward is not yet dimmed. All the jobbers report the continuance of quite an important amount of school business. But after all the best sign of the times is that these two reasonable activities are not isolated causes for good business, for with them inquiry and purchase of staple goods has quite kept pace. Indeed the situation in the whole stationery business, jobbing and retail is more than satisfactory.

### COUNTRY RETAILERS IN TOWN.

The week has brought to the city an unusually large number of the country re-

tailers in person. They are taking advantage of the Trades Sales Week, arranged by the Merchants' and Manufacturers' Association. The object is to have the attractions of special trade bargains from the firms which are members of the association in order to establish closer personal ties with their patrons. Reduced rates are offered. The stationery trade has had a full share of the benefits.

### CHANGES IN HALLOWE'EN TRADE.

In connection with the special Hallowe'en trade it is of interest to note that three short years have brought about a transformation in the character of the trade in masks and false faces. The largest jobber in the city commenting upon the matter today, said, "Three years ago I showed some 56 numbers. Of these not more than two or three were of American manufacture. The Germans owned the field. The American-made goods were evident copies and fell far below the imported.

"This year I am showing 72 numbers and of these not more than four or five are foreign made. The American-made goods are cheaper, better and more attractive. The American doubtlessly copies after the Germans but they have certainly overtaken the masters. No appeal to patriotism is required to sell home-made goods these days. They sell on their intrinsic merits."

### VISITORS IN TOWN.

Among the notable visitors of the week was J. Luman Riley, here on his first visit

for the Weeks-Numan Company, the former representative not confining himself to New York.

J. Carr Williams is reported to have withdrawn from the Willitts-Carr Company, printers and engravers.

C. K. Wadham, of Z. and W. M. Crane, making the rounds during the week expressed his intention of attending the Buffalo Convention and of seeing a large Philadelphia delegation there.

William P. Binker, with George E. Mousley, has so far recovered from his recent operation that he is expected back at the store in a few days.

Bernard Wilmsen, son of B. Wilmsen, who introduced to this city the manufacture of Christmas ornaments, rivalling German productions, will be married on October 18.

The paper-box factory of Emanuel Weil and Company, 443-45 N. 10th street, was damaged to the extent of about \$50,000 this morning by fire, the 200 girls employees being compelled to flee.

Henry Marquardt, of the Roaring Springs Blank Book Company, was in town during the week. Tom Harbottle, of Harbottle, Kimpton and Haupt, is expected shortly. Other visitors were F. F. McWilliams, of the Reynolds and Reynolds Company, Dayton; J. S. Freed, the F. A. Weeks Manufacturing Company, George B. Mott, of the Russia Cement Company, and J. W. Hoogland, of the H. L. Judd Company.

E. R. G.

Made  
in  
Four Sizes

# "SWAN SAFETY"

Each Size  
in  
Three Lengths

## THE PEN OF QUALITY

Millions of people are today reading of the special features of the "Swan Safety" in the National periodicals, magazines and newspapers. This publicity means sales and profit to you if you take advantage of it by stocking and displaying the

## "SWAN SAFETY"

We are getting large numbers of direct enquiries shewing that consumers are really interested in the "Swan" with its special features

**GOLD PEN** Mabie, Todd & Co's. make. The best ever made. You have known so for many years.

**THE FEED** "Ladder" under feed. Gold top feed. Pen fed from both sides—a perfect combination. The ink is always at the point ready for writing. Never blotting, never skipping.

**THE SCREW CAP** A patented bevelled edged inner cap, screwing into a recess in the pen section. Quite simple. Nothing to get out of order. Absolutely non-leakable.

Prices from \$2.50

Let us send you sample to test

QUALITY AND HANDSOME PROFITS

Mabie, Todd & Co. 

17 Malden Lane NEW YORK  
209 S. State Street CHICAGO  
124 York Street TORONTO



# BULLETIN No. 1

A well-known St. Louis stationer said:

“UNFORTUNATELY TOO MANY OF US STATIONERS DON'T UTILIZE YOUR FREE PRINTED MATTER—FOLLOW UP YOUR MAGAZINE ADVERTISING—OR TALK COUPON BOND ENOUGH.”

If you are one of these firms, get busy on

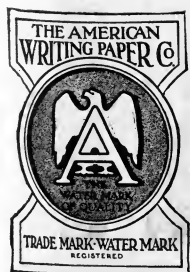


## COUPON BOND

*(Fac-simile Water-mark)*

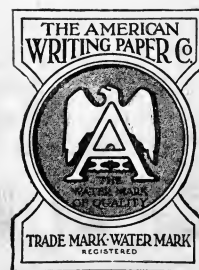
The De Luxe Business Paper

No other Bond Paper offers you a better opportunity to get quality work.



AMERICAN WRITING PAPER CO.  
HOLYOKE, MASSACHUSETTS

Manufacturers of the "Eagle A" Trade-Mark Water-Marked Papers





# OUT OF THE ORDINARY!

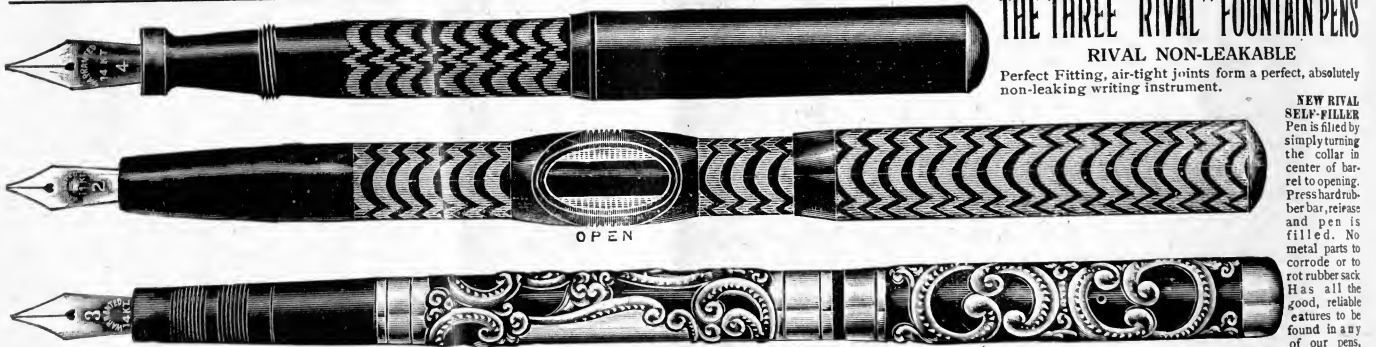
MARCUS WARD'S "ILLUSTRATED" TRADE ANNOUNCEMENT BLANKS supply a long-felt want. They are specially designed for the invitations and announcements of manufacturers of

**MEN'S CLOTHING      MILLINERY      LADIES' COSTUMES**

Up-to-date designs in Sepa, appropriate to each, are included in the series which tell their story at a glance and insure results as trade winners.

LIVE STATIONERS and PRINTERS should send for samples and prices, which can be had on request.

116-124 Thirty-Ninth Street      **MARCUS WARD COMPANY**  
*"Royal Irish Linen"*      **BROOKLYN-NEW YORK**




## THE THREE "RIVAL" FOUNTAIN PENS

**RIVAL NON-LEAKABLE**  
 Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

**NEW RIVAL SELF-FILLER**  
 Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade. Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.  
**D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK**  
 Canadian Representatives: A. R. McDOUGALL & CO., 42 Adelaide St., West Toronto.




# Collins

## DRAWING INK

**WATERPROOF**

**FLOWS READILY, DRIES QUICKLY**  
**BOTTLE CANNOT UPSET - CORK CANNOT ROLL**  
**MADE IN COLORS WHICH ARE STRONG AND BRILLIANT**  
**DISTRIBUTED BY ALL JOBBERS**  
**COLLINS INK CO., HOBOKEN, N.J.**



# RUBY

# RUBBER BANDS

## TRADE ITEMS

Conditions in the stationery trade continue on a good basis despite the reports of dullness in other lines. Retail stationers as a rule are enjoying a good fall trade and the jobbing houses are still busy, some of them with reorders for school goods and others with their general line. There is now the first influx of orders for the holiday lines which are coming in just in time to offset the let-up in the school goods trade. The manufacturing stationers are perhaps less active than the other branches of the trade, due no doubt to the conservative spirit that now prevails among buyers. The reports, however, vary with the individual specialties that a concern happens to make. On the whole the stationery trade has not much to complain of and in that respect is somewhat of an exception to the general rule of commercial lines. Many concerns that are doing a big business report collections very slow indeed.

The fine products of the St. Louis Sign and Printing Company are now for sale in New York by the J. E. Linde Paper Company, corner of Beekman and Cliff streets. These include art brass relief calendars, show and postal cards, embossed box covers, labels, seals and advertising novelties.

We have received from Smith Brothers, of Oakland, Cal., an invitation made by them for the laying of the cornerstone of Oakland's new City Hall at which President Taft is to be the guest of honor. The invitation is embossed in white on a heavy white vellum-finished paper and the only decoration is a miniature of the building in white leaf against a panel background of mother of pearl that makes the building look as if all the windows were illuminated. It is really beautiful and no stationer could turn out a finer piece of work. Oakland

is keeping well abreast with other cities in the way of municipal improvements, its new city hall being built at a cost of \$1,300,000 and certainly its leading stationers—Smith Brothers—are well abreast with stationers in the larger cities, judging from this beautiful specimen of their work.

The Abbott Coin Counter Company of Wilmington, Del., was capitalized last week at \$200,000. The incorporators are A. Abbott, P. E. Bieland, A. R. Appleman, all of New York City.

The executive committee of the American Envelope Manufacturers' Association last week decided to hold the semi-annual meeting of the association in Chicago, November 13 and 14 next. The meetings have been held in New York for some time past.

The Metal Specialties Corporation, of 39 West 8th street, New York, was incorporated last week, capitalized at \$10,000. It will make specialties both useful and ornamental.

The Illinois Calculator Sales Company, of Chicago, will manufacture and deal in machines for calculating sales. The company is capitalized for \$30,000, the incorporators being C. W. Dean, J. A. Wayte and M. Majinn, all of Chicago.

A new typewriter selling and repairing company is the Secor Typewriter Company, a Connecticut corporation, which is capitalized at \$510,000. W. F. Smith, of Chicago, is the incorporator.

The Conklin Pen Manufacturing Company, of Toledo, O., has just gotten out a very interesting map showing the railroad connections of Toledo, which, the company states, is the third railroad center of the United States. The map is headed "Why Toledo" and the answer is told by a glance at the network of lines that converge at that city. As it has such excellent shipping facilities, the company says, goods

bought in Toledo can be depended on and at lowest market prices.

While passing through St. Louis a few days ago, President Taft enlarged his supply of Waterman's Ideal fountain pens by sending his secretary, C. C. Wagner, to the store of S. G. Adams Stamp and Seal Company for a new large size safety pen, as well as a new one for the secretary.

The finishing touches were last week put to the interior of the store of the Boorum & Pease Company, 109 Leonard street, New York. On entering the visitor's eye row catches a large beautifully executed sign which runs all the way across the top of the wall back of the offices. The sign is approximately 5 feet deep and 50 wide. It is in gold and black. The letters "B. & P. 'Standard'" done in gold on a dark green background forms the body of the sign and is painted on both sides of the office clock, which forms the centrepiece of the sign. On the right of the entrance there is another sign in which the company's loose-leaf devices are featured.

The Roneo Company; 371 Broadway, New York City, has applied for membership in the Stationers' Board of Trade of New York.

The Carter's Ink Company, of Boston, Mass., reports one of the most pleasant visits of the year, that with W. Angus Stewart of Collins Brothers & Company, Ltd., Sydney, Australia. This firm, which has also branches in New Zealand, is one of the connections of William Collins & Sons, of London and Glasgow, who rank in the manufacturing, stationery and publishing line among the largest firms in the world. Mr. Stewart is decidedly an authority on conditions in the Australasian market on the stationery lines, and is keen to see the advantages of the best American products. Collins Brothers & Company are the agents for New South Wales for Carter's inks and adhesives, and so Mr. Stewart's active interest is due in no small

## THE ENDORSEMENT OF THE TRADE

has for many years been enjoyed by Hurd's Fine Stationery. It is the most profitable and satisfactory line for retailers for many reasons, the two following of which are among the most forceful:

**One--Never was stationery as carefully made and attractively put up as Hurd's.**

**Two--We positively will not sell goods at retail. We believe in protecting and furthering the interests of the dealers to whose co-operation towards good business we owe, in the greatest measure, our prosperity.**

We have a new series of Orders of Dance made from the beautiful tints in Lawnette, Lawn Finish, Neapolitan, Chevrette, Quadrette and also Royal Red, Blue, and Green, with ribbons and pencils to match and stamped in Gold from four new dies. They are very dainty and handsome.

**HURD'S**  
FINE STATIONERY

**GEORGE B. HURD & CO.**

**Fine Paper Makers**

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE  
BEST THAT CAN BE  
MADE AND SELL  
TO DEALERS ONLY**

part to the steadily increasing sales of Carter's in New South Wales.

A Streator, Ill., man has invented a multiplying pencil. At the end of an ordinary pencil is placed a rotary slide on which there are a number of figures, including fractions from 1 to 50. On the pencil are also the multiples of the figures, supposing you want to multiply 47-8 by 61-3, by revolving the rotary slide to these figures on the pencil the total of the multiplication is thus shown.

The Baker Printing Company, Newark, N. J., held a very successful business show last week, September 27-30, as was attested to by the number of people who attended each evening. Among those who had exhibits were: Geo. B. Hurd & Co.; Esterbrook Steel Pen Mfg. Co.; C. Howard Hunt Pen Co.; S. S. Stafford, Inc.; Penroy Ink Co.; L. E. Waterman Co.; J. S. Dixon Crucible Co.; Eberhard Faber; Consolidated Stamp Co.; American Clip Co.; Boorum & Pease Co.; J. A. Heale & Co.; U. S. Pencil Sharpener Co.; Monarch Typewriter Co.; Addressograph Co.; and John Underwood & Co. The company itself also had a display of desks, office furniture, filing devices, etc., and a demonstration of imprinting lead pencils for advertising purposes.

Efficiency is co-operation with the wisdom of others.—The Macey Monthly.

### PERSONALS

Numan-Perry—C. H. Numan and E. F. Perry—both of the Weeks-Numan Company, of New York, returned to that city from their respective territories this week. They report excellent results.

Wm. B. Drew, of H. & W. B. Drew Company, the well-known stationers of Jacksonville, Fla., is stopping for a few days in New York this week at the Hotel Seville, Madison avenue and Twenty-ninth street.

Geo. M. Cook recently became connected with The Samuel C. Tatum Company in the position of general manager. Mr. Cook was formerly connected with the Gibson Art Company, of Cincinnati, in the position of general superintendent, and is, therefore, not entirely unfamiliar with the company's line or its customers.

S. E. Hilles, president of The Samuel C. Tatum Company, and the company's traveling representative, M. S. Dimmitt, will attend the Stationers' Convention at Buffalo. Mr. Dimmitt has just returned from a very successful trip to the Western coast and seems to have been thoroughly inoculated with the energy and hustling ability of the merchants in that territory. Robert Macke, New York representative of the company, had also expected to attend the convention, but unfortunately is unable to do so on account of sickness, being now under the care of a physician.

C. B. Gordon, general manager of The Carter's Ink Company, left last week for a short stay at Randall's Camp, Roach River, Me., where he intends to put in a few days of strenuous fishing.

Ernst Mensel, general manager of the several factories of A. W. Faber, is paying his annual visit to the firm's works in Newark, N. J., having arrived Tuesday of this week on the steamer *Kronprinz Wilhelm*. Mr. Mensel will also visit the New York stock and salesrooms at Seventeenth street and Fourth avenue, which were opened since he was last here. As he will be here during convention week it is possible that he may attend the meeting to be held in Buffalo and where he will be gladly welcomed as a guest from "the other side of the water."

Robert C. Finch, of Ardmore, Okla., was in New York this week looking over the market. If his present plans are carried out Mr. Finch will open five new stores in Oklahoma.

## DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET  
NEW YORK

# THE STANDARD of the STATIONERY WORLD

## CRANE'S

### CRANE'S CORRESPONDENCE CARDS

Especially dainty for acknowledgments or regret notes. Made in three-ply pasted board with envelopes to match in all the most popular finishes and with all the latest edges and borders.

No matter what the finish or texture, if it is *Crane's* it has the guarantee of quality and the approval of those who know what is best in writing paper. A few old favorites are being shown in new dress, in the latest fashionable shapes with plain and gold beveled edges.

CRANE'S GRECIAN ANTIQUE  
CRANE'S KID FINISH  
CRANE'S CHIFFON  
CRANE'S BOND

### CRANE'S VISITING CARDS

Crane's Extra-Superfine Satin Finish Pearl Grey, is recognized as the most elegant in quality, finish and texture; producing the best results from the engraved plate. There is none better than *Crane's*.

Our representatives and sales branches are fully equipped to show all the latest productions

# Eaton, Crane & Pike Company

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.





# 1893—NOT A COMPLAINT YET—1911

Quantity doesn't necessarily mean quality—but it is due to quality that "KOH-I-NOOR"<sup>PENCILS</sup> occupy the place they do as well as the ever increasing sale of them.

"KOH-I-NOOR"<sup>PENCILS</sup> were first introduced into this market 18 years ago, and since then we have handled and sold hundreds of thousands of gross of them and year by year the sale of the pencils has grown.

It is a significant fact that during all these years, and the great volume of business we have done in them, we have never had a shipment of "KOH-I-NOOR"<sup>PENCILS</sup> returned to us, or a complaint received, because of any laxity in quality.

Can any better evidence be given as to the goodness of the pencils than what is gained through experience and testing, and all in the face of competition? Can any better reason be given for every dealer carrying in stock, at all times, the complete line of these pencils?

Recommend them? Of course we do, not because we make more profit on the "KOH-I-NOOR"<sup>PENCILS</sup> than we do on other brands, but principally because we realize that it is good business to recommend the best, and in pencils, the "KOH-I-NOOR" IS THE BEST.

Orders, large or small, now or at any time, we can fill them, but now's the time for you to stock up.

## TOWER Manufacturing & Novelty Co.

*Largest Wholesale Stationers in the World*

306-308-310-350 BROADWAY NEW YORK

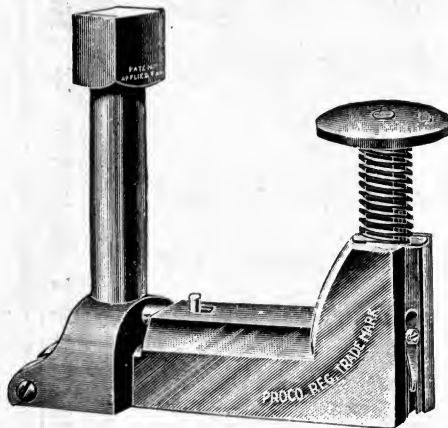
“KOH-I-NOOR” \* MADE BY L. & C. HARDTMUTH IN AUSTRIA

“KOH-I-NOOR” \* MADE BY L. & C. HARDTMUTH IN AUSTRIA

## Novelties for the Trade

### NEW STAPLING MACHINE.

Judging from its performances the "Proco" Stapling Machine is one of the best office appliances brought out in a number of years. Unlike other useful things that have been invented to meet the requirements of modern business the "Proco" stapler is a combination instrument, being both a staple and tagger. By that is meant

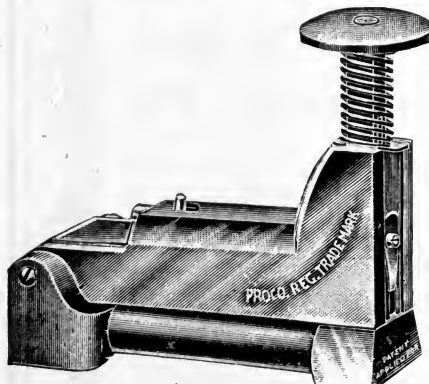


THE "PROCO" AS A TAGGER.

that it can be used just as well for stapling things together as for putting tags on boxes, barrels, and doing such like work. As a stapler it is very powerful, being able to clinch as many as 20 sheets of bond paper at one movement.

By reversing the lever the "Proco" becomes a tagging machine and can do very heavy work, even to tacking down carpets into the hardest kind of wood. The variety of uses to which it can be used as a "tagger" is innumerable.

The "Proco" is made of solid English steel, nickel-plated and nicely polished. It

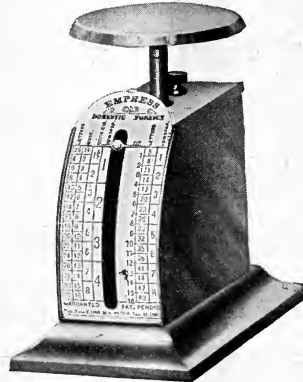


THE "PROCO" AS A STAPLER.

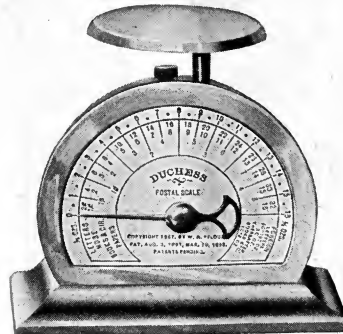
carries sheets of the best steel staples. It is a self-filler and does not require any tinkering to keep it in order. This new office necessity is absolutely controlled by the Weeks-Numan Company of 39 Park place, New York.

### NEW PELOUZE SCALES

We are illustrating herewith two new models of postal scales from the factory of the Pelouze Scale & Mfg. Co., of Chicago. These have been added to its line and are now ready for the market. They are called the "Empress" and the "Dutchess," and have



a capacity of one pound, and are finished in either brush brass or bronze. These new scales were designed for the holiday trade, and will, no doubt, prove most desirable for individual gifts, as they go nicely with and are a very important adjunct to most desk sets. Each scale is strictly guaranteed. The company will be pleased to send its latest catalogue and



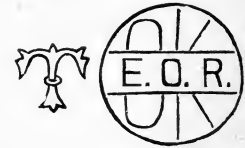
literature, showing its complete line of scales, to any in the trade interested.

### HAND EMBOSSERS

On another page of this issue of THE STATIONER will be found the advertisement of Roovers Bros., manufacturers of hand embossing presses which have been on the market for about one year and during which time the firm have enjoyed instant and continuous success with their product.

These presses are supplied in different sizes to retail from 25 cents to \$2. The single initial embosser is probably the best seller in the line, composing a complete set of the alphabet excepting the letter "X." These sets are put up in display boxes and cannot but help attract attention if properly

placed. The retail price is 25 cents for each letter, while the price to the dealer is \$3.75. A window card  $8\frac{1}{4} \times 8\frac{1}{4}$  is furnished with each set. The style that sells for 30 cents costs the dealer \$4.50, and the 50 cent size the price to the dealer is \$7.



Address embosser with one, two or three lines are also supplied at a price which will appeal to the public and at the same time give a good profit to the dealer.

Single initials come in Old English, ornamental block, outline block, outline ornamental as well as in block and Old English in wreaths. The fifty-cent single initials are blocked in circle, ornamental outline, in star border, or Old English large, in wreath. Three initial monograms are supplied to retail as low as 50 cents, and with two initials as low as twenty-five cents.

What will likewise prove a very good seller for the trade is the Notary Public



embosser, which the firm is just bringing out, consisting of Commissioner of Deeds and corporation seals with name and address in one circle retailing at \$1.50 with a liberal discount to the dealer. This embosser is also supplied with name, address, etc., in two circles or special words in center retailing for \$2, costing the dealer \$1.40.

The cuts herewith give only a faint idea of the character of the work which these embosser do, while the foregoing gives but a small idea as to the extensiveness of the firm's line. It would be better for any dealer who is interested in this class of



goods and at the same time it might be worth his while to write to Roovers Bros., 100 Schermerhorn street, Brooklyn, for their dealers' price list and embossed sheets with cuts of embosser and embossing of all the styles they are making at the present time. This data will be gladly furnished to any dealer upon request. The embosser should prove an excellent seller for the holidays.

## A Suggestion to the Convention

As the largest manufacturers of Carbon Paper in the world we suggest that at this convention of American Stationers a committee be appointed whose duty it shall be to take copies from the Carbon Papers of all manufacturers and that at the next annual convention such copies shall be examined and only those makes which prove to give permanent copies be sold thereafter by the members of the association.

The very existence of this industry is threatened by the frequent discoveries made during the past year that copies taken from carbon papers sold even by leading stationers have so faded as to be practically useless.

We believe that energetic measures should be taken to stamp out the pernicious practise of employing cheap inks, liable to fade, and used only for the purpose of manufacturing price-cutting papers.

As we do not sell direct to the consumer but rely altogether on the dealer we believe that it is our duty to draw the attention of the Convention to this danger and believe that the suggestion will be endorsed by all reputable manufacturers of Carbon Paper.

Respectfully submitted,

MANIFOLD SUPPLIES CO.

Members of the National Association  
of Stationers and Manufacturers.



### Envelope Company to Enlarge Its Plant

(From Our Regular Correspondent.)

DAYTON, Ohio, October 6, 1911.—As previously mentioned in these columns the Mercantile Corporation will build a splendid addition to its plant on Front street as soon as plans are completed. Frank H. Smith, engineer and construction specialist has been employed to design and erect a factory addition four stories in height. It will be of steel and brick construction and modern in every particular. It is proposed to utilize the site formerly occupied by the Bruns-Frank flour mill, which was recently purchased by the Mercantile Company, together with several other pieces of adjoining property. Sufficient ground will still remain for further improvements if needed in the future. The proposed new addition will be 100x100, facing Front street.

The recent contract for envelopes for government use, which involves a vast amount of money during the four-year course of the contract, will make it necessary to extend the present plant, which was reconstructed from the old Mead paper mills after that company removed its manufacturing branch to Chillicothe.

There is no doubt that the renewal of this large contract has been a decided advantage to Dayton and the Miami Valley. Most of the paper used in the manufacture of government envelopes is produced

in the valley, and this feature alone is a matter of importance. Dayton and other points supply the product. In addition, Dayton is made an important distributing point for government work, and Uncle Sam's force is quartered here to see that the contract specifications are met in every way.

The Mercantile Corporation is installing new machinery almost every month, while additional equipment is being made in Philadelphia and other Eastern points and will be sent to Dayton as soon as completed.

The maximum daily capacity of the plant is 6,000,000 envelopes, and the new mill addition and greater mechanical facilities will materially increase the output.

MIAMI VALLEY.

Someone around the postoffice with a penchant for figures took his pencil and made an estimate of the length of a line of postcards that pass through the office in one day at the busiest season, and we have his word for it that if a string of them were laid down end for end they would reach from the new North-Western station out beyond Highland Park—twenty miles away.

Post cards are the ban of the postman's existence. It tries his very soul to have to trudge up several flights of stairs to deliver an unimportant looking little picture card.

### OBITUARY

FRANK E. PERRY.

Frank E. Perry, one of the best-known stationers and printers in the South, and member of the firm of Perry & Buckley, died at his home at 5333 Coliseum street, New Orleans, a week ago last Sunday, death being caused by heart failure. Mr. Perry was 56 years of age.

Mr. Perry began his business career with T. Fitzwilliam & Company, about 30 years ago. He was in the service of this firm as salesman for 30 years. About five years ago he formed a partnership with Joseph P. Buckley and established the firm of Perry & Buckley, with which he was identified at the time of his death.

His wife, who, before her marriage to Mr. Perry, a number of years ago, was Miss Mary Rees, died in New Orleans six years ago.

Mr. Perry is survived by five children.

The Southern Stationery and Printing Company, of Valdosta, Ga., has leased the store formerly occupied by Larsen & Forbes, and has fitted up the same for the display of their office furniture and supplies.

The Joseph Rosenthal Company has been incorporated to maintain a store for wholesale and retail stationery and novelties at Fishkill, N. Y. Capital stock is \$7,500. All those interested in the company reside in New York City.



Quality  
Service  
and Price

THESE are important factors in any line of merchandise. *Quality* is the essential thing in loose leaf. You cannot build trade with a line of obsolete devices. You need good, dependable, up-to-date goods which will withstand the hard service expected of them. We are centering the efforts of our splendid factory organization on the production of the

**DeLuxe Line**

of *Standard Loose Leaf Devices* and have set a *High Standard of Quality*, which we propose to maintain at all times. Our *Service* will be unexcelled, as we carry the De Luxe Line in stock in sufficient quantity to meet any demand with promptness. *Price* is an important consideration to you, for, unless you buy right you cannot sell right. Our long list of stock sizes enables you to buy binders of us at *lower list* prices than ever before, and our new Dealers' Discount Proposition assures you a greater margin of profit. Get in line for the big De Luxe Advertising Campaign today.

C. S. & R. B. CO., Inc.  
Sacramento Blvd. and Carrol Ave  
CHICAGO, ILL.



THE NEW BOX.

We have received more than the usual number of compliments on the new box we have just adopted to carry "The Stationery of a Gentleman" to its many users. Perhaps the old box was not fully in keeping with the quality of paper it contained. In any case the new one leaves little to be desired.

## Old Hampshire Bond Stationery

is very steadily increasing in demand. There is no real substitute for it and it will be much more profitable now to sell your customers the paper they will eventually buy. Our advertising is creating NEW business—that alone is worth considering. Let us send you sample box.

## HAMPSHIRE PAPER COMPANY

SOUTH HADLEY FALLS, MASS.

**THE NELSON CORPORATION**  
 EXCLUSIVE MAKERS OF EVERY KIND  
 AND STYLE OF LOOSE LEAF BINDING  
 DEVICE FOR THE RETAIL TRADE.  
 RULED AND PRINTED SHEETS FOR SAME  
 443 WELLS ST., CHICAGO, ILL., U.S.A.



### MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement  
 Exclusive Agencies Will Be Established

**WILLIAM MANN COMPANY, Manufacturers**  
 PHILADELPHIA

Acme Plate

### Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.

We are the largest Manufacturers of Blackboards and School Supplies in the world.

**American Seating Company**

218 S. Wabash Ave., Chicago

## You Can Have The Prestige OF Being The Leading Stationer

in your section by selling only quality goods. In the rubber band line

### Ajax Rubber Bands Will Help You BECOME THE LEADER.

They are quality goods with a five-year guarantee and reasonable price. Write us for samples and prices.

*Largest Rubber Band Manufacturers in the United States.*

**TYER RUBBER CO.**

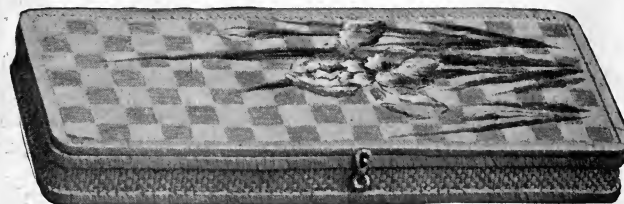
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**Andover, Mass.**

**STATIONERY ASSORTMENTS**

**The New Line of Eberhard Faber Surprises Previous Efforts for the Beauty and Variety of Its Various Numbers.**

In keeping with the progressive spirit of the house Eberhard Faber, the well-known pencil manufacturer, is showing a number of stationery assortments which for beauty



and variety surpasses any previous efforts of the concern. The line has always been known for its wide variety of styles and sizes, but for the season of 1912 new additions have been made to it combining both unique patterns in leather and handsome imported boxes of Japanese design. Several illustrations are shown here which will give an idea as to the original features and beauty of these assortments.

**"IDEAL" ASSORTMENT.**

The "Ideal" Assortment is of a hinged covered basket of finely woven material with removable tray. The tops are of plaited fibre with hand-painted flowers in six designs, but the deep, rich colors and delicacy of design and execution can be best appreciated when seen. The removable tray permits the use of the basket for other purposes—gloves, etc.—when the contents have been used. The size of the box is 13 inches and retails for \$1.00.

**BASKETTE ASSORTMENT.**

The "Baskette" Assortment is similar in workmanship to the "Ideal" except for the top, which measures 11½ inches in length and is finished in six floral designs applying directly to the woven top and with the removable tray. It retails for 75 cents.

**THE ORIENTAL.**

The "Oriental" Assortment is a medium-sized box, 8 inches long, covered in green and blue crepe papers with the tops beauti-

the inimitable Japanese style. These retail for 50 cents.

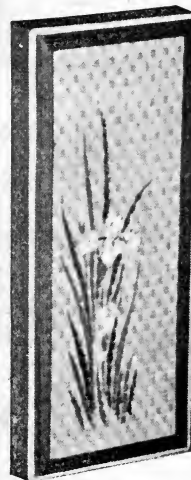
**FAR EAST DESIGNS.**

The "Far East" Assortment is contained in boxes of very thin white veneer or fibre of a dark color with white edging and border for the panel picture. There are 12 designs, all floral, done in colors and set off with gold traceries. The illustration

clearly shows the contents of this handsome and what will no doubt prove to be a very popular size box. This retails for 50 cents.

**CONTENTS OF STANDARD GOODS.**

The several boxes are all filled with the



same standard goods for which the house is noted. There will undoubtedly be a large demand for these boxes as they will undoubtedly prove good sellers for the holiday trade. The entire line is shown in a catalogue which can be had by addressing Eberhard Faber, 200 Fifth avenue, New York City, and dealers should see to it that

**Encouraging Cash Purchases**

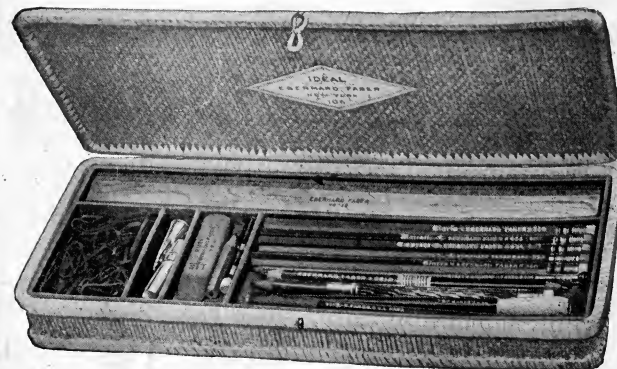
In competition with department stores, the small retailer finds conditions much different from in former years before the extension of business under the control of big firms. Two factors which have developed the department store are credit and delivery, embracing not only the city trade, but reaching out into the country districts. Specialty dealers have often been

obliged to adopt the credit system and assume the expense of longer deliveries in order to hold their trade.

Trading stamps, premiums, rebates and other forms of discounts from selling prices have been adopted with more or less success, and we think they pay in the increased business secured. The premium representing money—value redeemable in goods from the store stock is probably the most satisfactory to both seller and buyer. A Canadian slice retailer has used this system successfully and in this way holds his trade against sharp competition. He issues cash discount checks, representing five per cent. of the purchase, and redeemable in merchandise from the store. With the aid of the cash register each customer gets a receipt and on the slip is printed—"5¢ in these cash checks entitle you to 25¢ worth of anything in the store free. This is good for five per cent. face value any time here."

In commenting on this system, which he regards as a good advertisement, the dealer says:

"Fully forty per cent. of my patrons keep these tickets and this helps to hold my custom. Suppose that I sell a five-dollar pair of shoes, the ticket takes a bottle of polish or anything else in the findings line or, when a number of these tickets are kept, a customer often gets a pair of slippers, a



fully printed in colors. There are eight characteristic Japanese scenes executed in

they get the catalogue as the line is worth investigating.

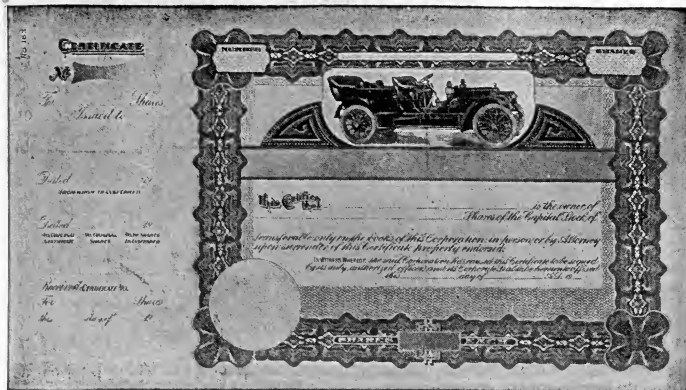
pair of shoes for a child, etc. That cash register has proved a good investment."



**Every  
Stationer and  
Printer  
should  
have  
them.**

*Established 1879*  
**GOES**  
**CHICAGO.**

**Originators  
and  
Producers of  
The Blanks  
of  
Quality.**



Reduced fac-simile of one of our 151 styles of Stock Certificates.

**Lithographed Stock Certificates and  
Bond Blanks**

*The finest and most complete line on the market.*

151 Styles of Stock Certificates, suitable for every industry and more to follow.

15 Styles of Bond Blanks for municipalities and corporations.

10 Styles Diploma Blanks for Colleges, High and Public Schools.

2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

**We aim to serve the Stationer and Printer.**

*Send for samples and prices.*

1912 Calendar Pads, 72 styles and sizes.

Original and artistic designs.

**GOES LITHOGRAPHING CO. CHICAGO**

WM. F. KROHMER, President

61st and Clark Sts.

WE LITHOGRAPH FOR THE TRADE

Address Dept. A. S.

**Beautiful Easter Offerings**

For pronounced beauty and general excellence this line of all ORIGINALS surpasses any and all Easter lines ever produced by Gibson of Cincinnati.

A superb line that will make your sales increase, and pleased customers will be the rule.

GIBSON'S 1912 EASTER OFFERINGS are bound to create a furore among the trade.

Our representatives are now out. Why not have us order one of them to call upon you.

**THE GIBSON ART CO. :: CINCINNATI**

ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office

## TIMELY CARDS

Stationers Should Be on the Alert to Turn Local Affairs to Their Publicity Account—Buffalo Meeting an Example.

When everybody in town is talking about the reunion of volunteer firemen or some other local happening of temporary absorbing interest, that is the time for merchants to feature that particular affair in their windows. Examples:

### CONVENTIONERS !

Welcome to our city! We invite you all to visit our store.

### DEVELOPING SALESMEN

Come in and see how well we have developed ours. Admission free.

### FINDING COST

We long ago found out what it cost us to do business. Come in and see the results.

### UNIFORM PRICES

Many concerns have under-sold us in the past. They are not in business now, though.

### TO OUR VISITORS !

We hope you will remember Buffalo with pleasure; also our name and place of business.

### COME AGAIN !

Stop off at Buffalo at any time. We are always glad to see you. Au revoir!

### Advice on Advertising Bargains

The following advertising policy and advice to retailers by A. A. Christian, publicity manager of the Philadelphia store of Gimbel Brothers, from his address at the

recent convention of ad. men in Boston, is thoroughly representative of the "new thought" idea in retail advertising, but sounds a little strange, in view of the department store methods on the subject of bargains. With the exception of occasional fashion talks and announcements of new stocks, these daily offerings are bargains with all the allurements of price comparisons. Still the argument below is worth heeding.

We mustn't advertise that we desire to sell goods; we must advertise to crystallize people's hazy notions of their wants into a desire that brings them to us for goods and, of course, to present the things we know the people need, or believe they should need.

And the first step toward "merchandising the advertisement" is for over-weighted pilgrims to throw aside the weights and chains of perverted practice and to start light-hearted and unafraid for the goal of success.

As an occasional "bargain" is a powerful drawing card, let us merchandise a bargain advertisement.

Do not use "value" as the ballyhoo of your show, but as an accurate and exact measurement of fact. Build on fact; live fact; demand fact of every employee—dash aside all that maketh for a lie.

Advertising has come to be abused—to be used too largely as a bell, summoning to an auction rather than to honestly, earnestly and impressively acquaint the public with goods the exchange of which for the public's money is true commerce and a benefit to all. But because coin is counterfeited, all coin isn't bad; because fire burns, it doesn't follow that all fires should be quenched; because lightning sometimes kills, the economy of heaven isn't going to deprive the world of electricity. Every shopper must know stores, to banish risks—as one must know poisonous plants to avoid infection when traversing the woods.

If a store professes to do things that any thoughtful person can know are impossibilities—by reason of the merchant's standing and capital and output; if every advertising utterance is a scream, of course it follows that no dependence can be placed in that store, and that its conduct partakes of the methods of the three-card monte man, and that its operation to a degree is a safe variant of the tendency of the stage coach hold-up man.

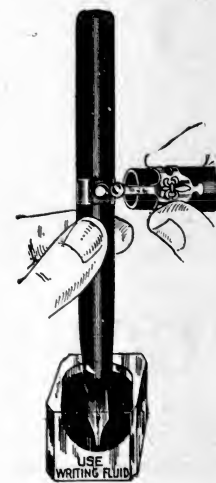
If a store claims that everything it has is offered under real value, any person can be assured that the claim is an exaggeration or "a shorter and uglier word." Bargains come as the accidents of trade, and if stores had nothing but bargains it would prove that chaos reigned in commerce, and all business would die.

Many stores in every city are trying to hold the public's attention, each trying to get its share of the business—or more than you think the other fellow's share should be. No community can long be held by plati-

tudes or stories; no clientele can be kept expanding by ethical talks or pretty descriptive writing—almost every family has something of a problem in the question of making income equal outgo, and the store that is to grow by advertising must have its advertising or many-sided interest. It must be humanly interesting.

### Duryea Self-Fillers Give Satisfaction

The Duryea Self-Filling Pen is meeting with considerable success with dealers and users alike. To indicate what satisfaction the pen is giving the manufacturers refer here to a letter which they received from one of their customers, R. L. Reid, of Berkeley, Cal., which is only one of a number of com-



pliments which have come to them. Mr. Reid's letter, which is dated September 15, is as follows:

"I am mailing you under separate cover, one-quarter dozen Self-Filling Pens of the lot recently received from you. I have sold 120 pens out of the gross and these three are the only ones returned, and only one of these three was really faulty—the other two were dropped, or sat upon. However, I exchanged them. Kindly put in order and return with the new order, if too late to enclose, send by mail, and oblige."

As the illustration herewith shows there are no projections on the outside of the holder and the company says that there is nothing about the pen to get out of order. The presser bar inside is so fixed that it cannot shift and the clip not only fills the pen but holds it in the pocket as well. The initials can be placed on the band which is 18 carat. The pen retails for \$1 and the trade is invited to write the makers, The Duryea Co., 108 Fulton street, New York, for discounts.

A man who hands you out a worthless cigar or a stale joke is a Good Samaritan compared to him who retails his troubles and brags of his successes, while you try to edge away from him.—Charles Clark Munn.

**3000 Sold in September**  
of these seven piece  
**Brass Desk Sets**  
\$15.00 Per doz., \$1.35 Each  
RETAILS FOR \$2.50

Consists of Inkstand, Blotter, File, Knife, Pen Rack, Calendar or Weight and a 12 x 19 Brass Cornered Desk Pad.  
Each in carton, 12 sets in case.  
*Please send check if order is less than a case.*  
**F. L. HARDING, 508 Broadway, N. Y.**

**HARTSHORN SHADE ROLLERS**  
ARE NEVER DEAD STOCK



**HARTSHORN'S SELF-ACTING SHADE ROLLERS**  
Notice name on label and be sure you get the genuine  
**STEWART HARTSHORN CO.**  
Office and Main Factory. E. Newark, N. J.

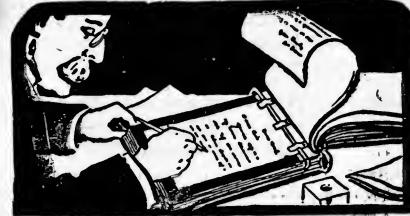


Southworth Company  
Mittineague, Mass.

**IT IS  
CREATING  
BUSINESS**

for Stationers and Printers which was never thought possible before. We refer to the "De Luxe" Watermarking Process—our own patent which gives to every one their own private watermarked high-grade paper at little over the cost of the paper. It has already proven itself a developer of new customers for many stationers. It will do the same for you. Write us for samples and prices. Remember the "De Luxe" Watermarking process enables you to order a minimum quantity of paper for your customer.

**SOUTHWORTH CO. MITTINEAGUE MASS.**  
*Makers of High Grade Papers*



**PEN CARBON  
BILL BOOKS**

No Press No Water No Brush  
Any Ink Any Pen Any Paper

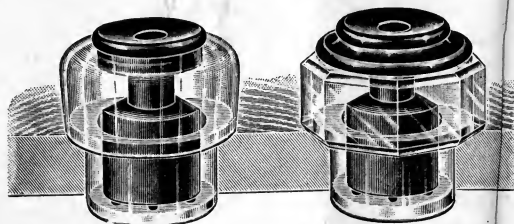
Many of your customers would find  
**THIS BILL BOOK A REAL TIME SAVER,  
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.  
Write us today for price list and circular matter.

**DITMARS-KENDIG CO.**  
278 Douglas Street, Brooklyn, N. Y.

**NEW STYLES**  
**Sengbusch Inkstands**

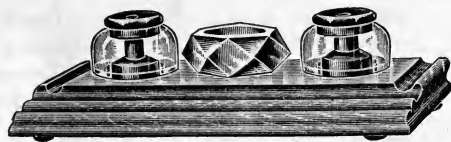
To set into desk or base.  
Low and attractive outfit.



No. 6—2 3/4 in.  
Price \$1.50

No. 7—3 in. Cut Glass  
Price \$2.00

**FAST SELLERS**



No. 151—Oak, for Single Desk, \$5.50

Write for our  
**LATEST CATALOGUE**

Illustrating all styles, as well as a complete line of bases for both single and double desks, in oak and finest mahogany.

DON'T FAIL TO PUT IN A COMPLETE ASSORTMENT AT ONCE  
IT MEANS BUSINESS FOR YOU

**Sengbusch Self-Closing Inkstand Co.**  
1310 Montgomery Building Milwaukee, Wis.

**BRIGHTEN UP** Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.



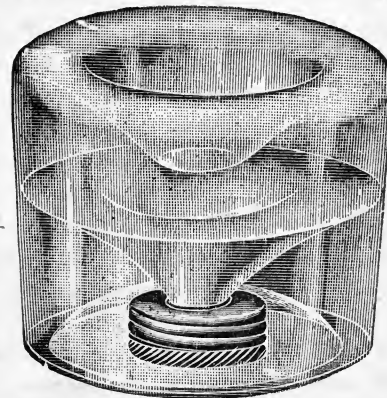
75,000,000

SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome. Compact. Strong. No Slipping, NEVER!  
All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.  
The O. K. Mfg. Co., Syracuse, N. Y. NO 1 B

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK



# THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

**Stationery and Fancy Goods Trades**

PUBLISHED EVERY SATURDAY

BY THE

**LOCKWOOD TRADE JOURNAL COMPANY**

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.  
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

## TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone Cable Address  
4603 Beckman Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

**THE AMERICAN STATIONER** is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

**Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.**

Kiger & Roby, Marietta, Ohio, in renewing their subscriptions write: "Here's our check for one more year. Can't do business without the 'Stationer.' Have found a single copy worth the price of a year's subscription many times. More power to ye."

## THE CONVENTION

The annual convention of the National Association of Stationers and Manufacturers to be held at Buffalo, N. Y., next week is the big trade event of the year. In view of its great importance all members of the organization should not let anything prevent them from attending and renewing their enthusiasm for cooperative work for the good of all. Besides going to Buffalo himself each member should induce at least one non-member to go along with him, as no better object lesson of the benefit of organization can possibly be had than the three days' session of the association. As the convention itself is the best possible missionary agent, a special effort should be made to bring your competitor to Buffalo so that he may catch the enthusiasm generated by earnest workers who realize that in struggling for the general good they are greatly improving their own condition.

As the trade embraces within its circle of interest every branch of the stationery trade, a man who has a specialty is made to feel as much at home as the dealer who handles a general line, the association being founded on the principle of the greatest good to the greatest number. Any man in any way connected with the trade therefore should not think that he cannot join or that it is not worth while for him to belong to the association. If he makes or sells any article dealt in by stationers he is eligible for admission, and should be enrolled in the national organization of his trade.

Because of the wide range of articles handled by stationers nowadays, the work of the association is split up into many committees, each one having some special division of the trade to look after. A study of the titles of these committees will show the non-member that his line is already the subject of consideration. A committee having been working for him for the past half dozen years without his knowing very much about it. When he once grasps the facts he will be hard-hearted, indeed, if he does not join hands with those who are trying to benefit him—and without reward except the satisfaction gained from knowing that they cannot benefit any branch of the trade without benefiting themselves, the interest of one being the interest of all.

The usefulness of the association being beyond question the great desideratum at this time is to increase its membership, thereby increasing its usefulness and doing this at less expense, the pro rata charge being small when an organization is numerous. With the co-operation of the members the present membership can be greatly increased, the record of this year's growth being an earnest of what can be done if all hands will only work together. While the high mark of membership set as the task for this year has not been attained, still the total is near the 600 mark which is, to say the least, encouraging. With more determined work the goal of 1,000 can be attained, but not unless each member constitutes himself a committee of one to do active missionary work from now on until the desired 1,000 is attained. If each member would but take along to Buffalo, as his guest, one of his competitors, the task would be accomplished forthwith.

There is yet time for many stationers to adopt this suggestion.

To make an argument in favor of trade associations at this late day would be little short of foolish, as trade progress in the past decade especially has been due largely to the better conduct of business brought about by the association of competitors for mutual benefit.

## CONVENTIONETTES

It is not too late to pack your grip and get there on time to participate in the big event. Hustle and you'll make it.

\* \* \*

If you can't get there till Tuesday you'll still be in time for the Convention as the first business session doesn't begin till Tuesday morning. There will be a lot doing from that on.

\* \* \*

After next week it will be a hard-hearted stationer who can look you in the eye and say that he isn't sorry to have missed the Buffalo Convention. If he only knew what he missed he would kick himself hard. Pity him for he doesn't know he's dead.

\* \* \*

All live ones will be on deck Monday night when the "glad hand" will be pumping at high speed. Travelers' night will bring a big crowd as there is always fun where two or three travelers are gathered together. Now the question is "What will happen when the whole bunch gets together?" Those that don't believe in "driving dull care away" had better not reach town till Tuesday morning. The Entertainment Committee has issued a warning to this effect.

\* \* \*

Those who are serious minded can revel for three days in the work of the Convention; the programme is full of practical subjects that promise profit to those who closely follow the proceedings. Those, however, who like to combine business with pleasure will find that there is plenty of both kinds provided. Read and see for yourself. How can any stationer pass up the opportunity to join his brothers on such an occasion?

\* \* \*

Don't forget the kind invitations to visit neighboring stationers and manufacturers in the Buffalo territory. The Convention offers a good chance to learn something about your own business, which should not be lost. These opportunities should be eagerly seized on as besides being educational they frequently lead to business connections of the most desirable kind.

\* \* \*

We opine that there will be something doing when the location of the next Convention comes up for consideration. When it comes to a vote the question should be settled on the basis of the best interest of the association, personal preferences being properly sidetracked.

# TUCK'S VALENTINES

An Unusually Large Variety Shown This Season—Many Novelties Having Much Charm of Style and Beauty of Design.

Father Tuck, as usual, is here again with his stock of beautiful reminders of St. Valentine. Because of the large proportions of his business he must be in the field



early in order to give all his customers a chance to see his new goods and get stocked up in time for the holiday.

This year Father Tuck has an unusually large variety of novelties, ranging from the lowest priced to the best goods made for the occasion. In all of these valentines there is the unmistakable imprint of the



Tuck establishment, each one displaying the charm of style and beauty of design which have made the Tuck products famous the world over.

### POST CARD VALENTINES.

Besides its line of regular valentines the company has this year a very big list of post card Valentines, each one of which is new and expressive of the season's sentiment in a light and playful mood. These cards afford an easy and pleasant way of sending reminders of the day to one's friends.



### FOLDERS AND BOOKLETS.

In this line the Tuck productions are seen at their best, the various numbers be-

ing artistic in design and excellently executed, the effect being of much higher class than is usually to be found in goods intended for a temporary occasion. The fact is that their beauty insures for them



preservation together with other artistic reminders of St. Valentine's day.

### MECHANICAL VALENTINES.

In the "mechanicals" the Tuck company is this year showing innumerable styles, which will surprise the young and please the grown up. As it is impossible to give an adequate description of the special features of Tuck's Valentines all stationers should see the samples for themselves or if



this is not possible they should at least send to the company's address, 122 Fifth avenue, New York, for its Catalogue of New Valentines and Post Cards.

### DESCRIPTIVE PRICE LIST.

The company's descriptive price list of Valentines and post Cards for the season of 1912 is a 12-page, 6 3/4 x 9 1/4 inches, catalogue in which are listed and briefly described hundreds of new designs. As proof that the new goods are up-to-date it might be well to mention that aviation is one of the subjects of a new line of the company's post cards.

In summarizing the features of its new goods the Tuck company says in its price list that:

"The line is replete with all the most desirable features, and every possible requirement and price have received careful consideration. In its entirety, the collection is as marvelous as it is miscellaneous, and represents the culmination of concentrated effort and many years' experience."

Any stationer who has had the pleasure of looking over the Tuck line will agree with the above statement.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

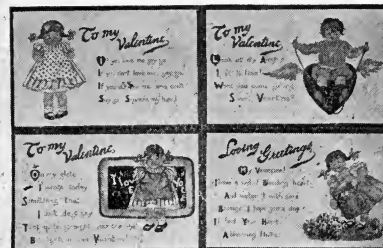
### Dauids New Catalogue

A trade catalogue that is a work of art besides serving its purpose as a Price List is that just gotten out by the Thaddeus Davids Company of 95-97 Van Dam street, New York. It is of a very convenient size for desk filing, but unlike many commonplace lists it is too good to file away and be forgotten.

The front cover of the new Price List is done in dark-blue with gold letters and



carries a design in white, showing the old and new ways of writing, namely, a quill pen and a modern fountain pen having a gold filigreed barrel. On the back cover is a large picture of a bottle of Davids' Electro Chemical Fluid. Inside the book the feature that arrests attention and forces admiration is the exact reproductions of the labels used by the company on its various



products. These are beautifully done and reflect great credit on the company's printer, each color being matched perfectly.

The new Price List contains full information in regard to all the company's products, the location of each item being readily found by reference to the index on the last page. In its notice to the trade, which occupies a position similar to that of a preface to a book, attention is called to the fact that the Thaddeus Davids Company



is the oldest manufacturer of inks and adhesives in the United States, the concern having been in business for 86 years.

**Proposes a Subject for Discussion**

Special attention is called to the advertisement of the Manifold Supplies Co., which appears on page 15 of this issue. As stated in the "ad" the company proposes that a committee be appointed at the convention to take copies from the carbon papers of all manufacturers and that at the next annual convention such copies shall be examined and only those makes which prove to give permanent copies be sold thereafter by the members of the association.

**Railroads File Trunk Size Rules**

No further modification of the baggage rule has been announced, and the railroad men appear to be still undecided just what the outcome will be. Evidently they cannot agree upon a uniform rule and date of effective operation. The subject is being discussed at meetings of the different passenger associations, and until some definite agreement is announced uncertainty as to the future status of trunk size will continue. The trade and the public must await their decision before any further move.

In the meantime the Southeastern Passenger Association has filed with the Interstate Commerce Commission a 45-inch

rule, effective July 1, 1912. The B. & O. rule also limits to 45 inches and makes effective same date. The Big Four system has filed a 40-inch rule, to begin January 1, 1912. Thus it will be seen there is considerable variance as to size and time. It is improbable that these rules will go into effect as such conditions must be uniform and become effective at the same time.

**Invitation to Visit Peter Paul & Son**

The following engraved invitation sent out last week to members of the National Association speaks for itself:

"Peter Paul and Son in Buffalo present their compliments and extend you a cordial invitation to visit their unique Sales Rooms, also Steel and Copper Plate Engraving Establishment during Convention Week, October ninth until the twelfth of the National Association of Stationers and Manufacturers. "136 North Pearl Street, "Between Allen and North Streets."

W. D. Beaumel, of D. W. Beaumel & Co., makers of stylo and fountain pens, 35 Ann Street, New York, who has been making a trip to Chicago and intermediate points arrived home the last of this week.

**FALCONER'S APPEAL**

(Continued from page 3.)

feel so good you will want to communicate some of it to others.

"Everything in the universe serves some useful purpose. If it is as worthless for all practical purposes as the antediluvians after the waters drowned them, it can at least like them 'point a moral or adorn a tale.'

"You were not made for such a wretched fate, however. You still live. You have not progressed thus far through life without gathering by the way something of service to your fellows that you might impart to them. Neither do you 'know it all.' You may both give and receive and the trade will be the richer for the mingling of your experience with that of others.

"Is it necessary to say more? Accept the invitation. Attend the convention."

When you study your customers, make the end in view that of humoring their hobbies and satisfying their taste, and not that of taking advantage of their weaknesses, and you will gain friends as well as glean a harvest from your efforts.

**CROWNED WITH EXCELLENCE**



Write us for Samples and Prices

Send for Descriptive Catalogue

**BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK**

**Mr. Stationery Dealer Don't Miss Your Share**



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

**The Detroit Coin Wrapper Co.**  
Detroit, Mich. Toronto, Ont.

**N. Y. Silicate Book Slate Co.**

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the NEW YORK SILICATE BOOK SLATE CO. 20-22-24 Vesey Street, NEW YORK Factory

**N. Y. Silicate Book Slate Co.**  
631-633 Monroe St., Corner 7th St., Hoboken, N. J.





# GLOBES

From 3 to 30 inches in diameter, in all styles and mountings.

HYLOPLATE  
BLACK-  
BOARDS  
SLATED  
CLOTH

Alpha Crayon, Erasers and other School Specialties.

The Original Andrews Dustless Eraser.

**WEBER COSTELLO CO.**  
Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

## THE PINK LADY

Uses our exquisite floral designs suitable for her pink color schemes when giving either a card party or a dainty luncheon.

Our new Tally Cards for Auction Bridge, Bridge Whist and Five Hundred represent New Ideas. Have you seen them this season? Samples on request. No catalogues.

## LEUBRIE & ELKUS

18 East 14th Street  
NEW YORK

## THE LAST IS— LIKE THE FIRST

There is no varying quality to be found among

## Mason Pens



They are all of the first grade and this accounts for "Once a user—always a user" as this one of thousands of similar letters shows:

"Ft. Worth, Tex., March 11, 1911. Please send immediately one gross of your No. 20 Pens. Have used them several years now and do not want to be without them again."—Howard Martin, Registrar, S. U. B. T. Seminary.

Mr. Stationer, this is kind of customers we make for you. Write us for samples, prices and list of users in your town.

**W. L. MASON CO., Keene, N. H.**

# A MONEY MAKER! For Every Stationer.

## THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

### Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

### A Great Help

Hunt and Fossil, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

### It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

### Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

### Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

### Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

### A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Inclosed find draft for \$2 for another year."

### Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

### Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

### A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

### Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

### Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

### Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

### Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

### One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

### Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

### Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

### Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

### Better With It

James Q. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

**THE CONVENTION**

(Continued from page 4.)

ters, Hotel Statler, on Monday morning, October 9, at 9 o'clock, to receive the credentials of members and representatives of local associations. After credentials are accepted the local committee will receive the \$12 contribution and issue the card of admission to banquet, entertainments, etc., and the identification badge.

**LOCAL ORGANIZATIONS.**

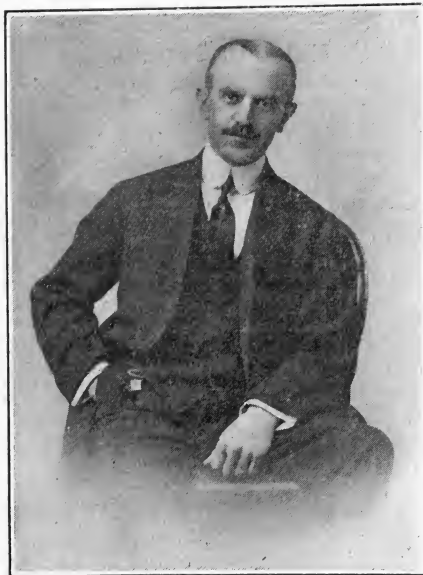
Each local organization that is a member of the National Association is entitled to be represented at the convention by one delegate. The secretary will send to each local organization blank credential forms.

**BADGES.**

Positively no one will be admitted to the convention hall without a badge. Delegates, members and visitors will be supplied with badges by the registration committee.

**THE LADIES.**

Bring the ladies with you. Ample enter-



JOHN B. AIKMAN,  
Secretary, The Stationers' Club of Buffalo.

tainment is being planned for them and a surprise.

**PRIVILEGES OF VISITORS NOT MEMBERS.**

By paying \$12 visitors are entitled to the entire entertainment, namely: Three



MRS. MILLINGTON LOCKWOOD,  
Chairman Ladies' Committee.

buffet lunches, October 10, 11, 12, at Hotel Statler. Banquet at Hotel Statler, Thursday, October 12. Excursion and dinner at Niagara Falls, Friday, October 13. A badge will be supplied to each one in attendance.

**CONVENTION OF 1912.**

Section 1, Article X, of the Constitution and By-Laws, specifies that the Convention Committee shall receive suggestions and invitations for the place for holding the next convention; to consider the same and report their recommendation for consideration of the convention. All local organizations or members that are interested are requested to communicate promptly with the committee, as their report will be called for and considered during the session of Wednesday morning, October 11.

**BUSINESS SIDE OF THE CONVENTION.**

Stationers and manufacturers from all parts of the United States will attend this convention. The exchange of ideas alone

should amply repay for the money and time spent in visiting Buffalo.

Individual members are encouraged to present topics of general interest to the trade, for discussion.

**Social Side for the Men.**

MONDAY, OCTOBER 9, 1911—BANQUET HALL, HOTEL STATLER.

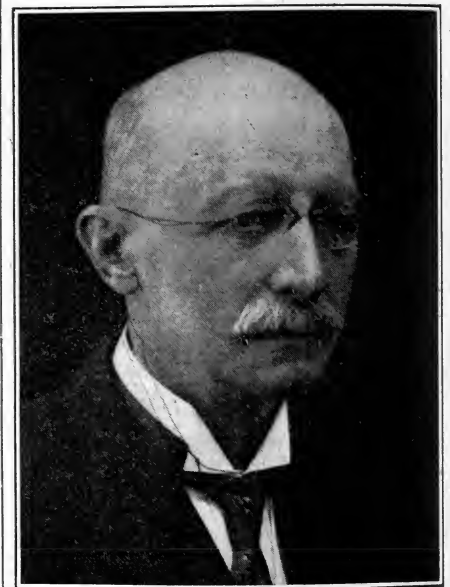
8.30 p. m.—Entertainment for traveling men. All members, visitors and guests are invited to be present.

THURSDAY, OCTOBER 12, 1911.

6.30 p. m.—Annual banquet, Hotel Statler. Samuel Ward, of Boston, toastmaster.

FRIDAY, OCTOBER 13, 1911.

9.30 a. m.—Outing to Niagara Falls by special train on New York Central Railroad. Trolley ride on special cars over Canadian belt line, stopping at Horseshoe Falls, Whirlpool Rapids, Brock's Monument, crossing lower Suspension Bridge at Queenstown, stopping at Lewiston, thence via Niagara Gorge Route, view-



JOHN C. ADAMS,  
Chairman Printing Committee.

ing the lower rapids to Niagara Falls, where dinner will be served. The alter-

**THREE HOLIDAY TRADE ASSORTMENTS**

**Xmas Gift Dressings**

Consisting of Cards, Tags, Labels, Stamps and Seals. Good saleable goods, appropriate assortment. Attractively boxed for displaying.

Retail for ..... \$10.50  
Price to you complete..... 6.00  
**75%—Your Profit . . . . \$4 50**

**Xmas Parcel Decorations**

Consisting of 45 Packets of Tags, 40 Books of Labels and Seals to sell at 10 cts. a Packet. Attractively boxed for displaying.

Retail for ..... \$8.50  
Price to you complete..... 5.50  
**55%—Your Profit . . . . \$3 00**

**Holiday Enclosure Cards**

Consisting of 85 Packets of 10 Cards in a Packet. Handsomely boxed for displaying. Splendid value for the money.

Retail for ..... \$8.50  
Price to you complete..... 4.00  
**112%—Your Profit . . . . \$4.5**

GET IN LINE AND BE THE FIRST TO SHOW THESE GOODS. ALL QUICK SELLERS—HIGH-CLASS—UP-TO-DATE. FURTHER PARTICULARS FOR THE ASKING

W. J. ANDERSON & CO.

341 BROADWAY, NEW YORK



## Inter-Inter Filing Cabinets

Patented June 4, 1907.

Are Now Made In Units



The addition of outside cabinets in units to the Inter-Inter line makes it just about 100 per cent. perfect. This line offers horizontal and vertical expansion, with every intermediate step in the development of a complete office equipment, a perfect cabinet.

The Inter-Inter principle of interchangeable interior applies to the units as well as the four opening cabinets, so that a system may be arranged and rearranged or added to whenever desired, and still preserve a harmonious appearance with the original purchase.

These units are built with heavy square edge pilasters and lock together automatically, to prevent tipping forward when a drawer is pulled out, although they may be instantly and easily detached. Bases are provided into which may be placed long or short legs. These legs are also built on the Inter-Inter principle, so that it is necessary to use but one leg at intersection of cabinets. Every consideration of appearance and utility is provided for.

Made in quartered oak, golden or antique, wax finish, and in mahogany, varnish finish, rubbed dull. Prices and discounts on outside units, bases and legs, on request.

*The Macey Co.*

GRAND RAPIDS, MICHIGAN



noon will be spent at Niagara Falls, returning to Buffalo by special train at 5 p. m.

#### Social Side for the Ladies.

MONDAY, OCTOBER 9, 1911.

9 a. m.—Registration Committee will open headquarters at Hotel Statler. Every lady should register as soon as possible, that entertainment may be provided.

8.30 a. m.—Entertainment for traveling men at Hotel Statler under the auspices of Committee of Traveling Men, at which special arrangements have been made for the ladies.

TUESDAY, OCTOBER 10, 1911.

2 p. m.—Automobile tour through the parks and residence section of Buffalo.

WEDNESDAY, OCTOBER 11, 1911.

11 a. m.—Visit to Roycroft shops at East Aurora by special train on the Pennsylvania Railroad. Luncheon will be served at the Roycroft Inn and the guests will be welcomed by Fra Elbertus. Return to Buffalo at 4.30 p. m.

THURSDAY, OCTOBER 12, 1911.

6.30 p. m.—Annual banquet at Hotel Statler. On this occasion the ladies will participate in the banquet, special seats being provided at tables placed in the balcony.

FRIDAY, OCTOBER 13, 1911.

9.30 a. m.—Outing to Niagara Falls by special train on New York Central Railroad. Trolley ride on special cars over Canadian belt line, stopping at Horseshoe Falls, Whirlpool Rapids, Brock's Monument, crossing lower Suspension Bridge at Queenstown, stopping at Lewiston, thence via Niagara Gorge route, viewing the lower rapids to Niagara Falls, where dinner will be served. The afternoon will be spent at Niagara Falls, returning to Buffalo by special train at 5 p. m.

The committees appointed by the Stationers' Club of Buffalo for the seventh annual convention are as follows:

Executive Committee—Charles B. Bley-

ler, chairman; Millington Lockwood, J. Herbert White, Du Monte A. Whiting, Willis P. Whiting.

Finance Committee—Willis P. Whiting, chairman; H. D. Fisher, L. F. Houpt, J. Herbert White.

Hotel Committee—Charles B. Bleyler, chairman; H. P. Fink, J. Herbert White, Du Monte A. Whiting.

Banquet Committee—Du Monte A. Whiting, chairman; L. F. Houpt, L. G. Wetmore.

Printing Committee—John C. Adams, chairman; A. H. Jackson, Harry J. Williams.

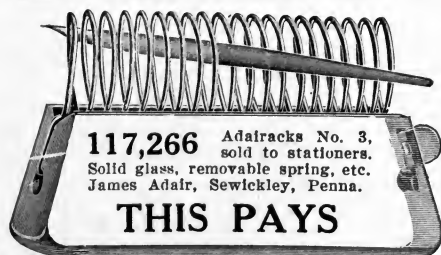
The officers of the club are: Millington Lockwood, president; Du Monte A. Whiting, vice-president; Willis P. Whiting, treasurer; John B. Aikman, secretary.

with a little table that shows the progress that was made between 1903 and 1905, a period when experiments became realities and the success of the American aviators gave the United States a prominent position in the history of aviation. From the early glider types, the author goes on to describe the various machines that followed down to the models of the current year, full accounts are given of important meets and flights, and the text is accompanied by a profusion of illustrations, reproduced from photographs. The book is not only of interest to the hundreds who have witnessed flights, but to the thousands of intelligent men and women who wish to keep abreast of current events and the progress of new inventions in the scientific world. Net, \$2.00. (Small, Maynard & Co.)

#### The Story of the Aeroplane

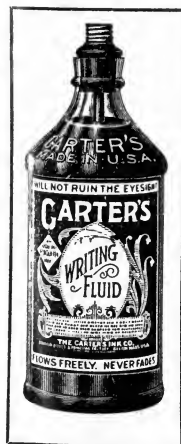
"The Story of the Aeroplane," by Claude Grahame-White, is an important history of the invention of the latest "heavier-than-air-machine." The author won the Gordon Bennett cup in 1910—the blue ribbon trophy of the air, and he has had many and varied experiences in aerial navigation so that his book is written from practice rather than from theory. Full credit is given to the Wright brothers for their achievements in the air and the author commences his story

"Summer is the time when souvenir post cards have the greatest run, as far as our city is concerned," says Postmaster Krumm, of Columbus, Ohio. "Never have we had so many incoming post cards go through our office as this summer, however. I estimate that an average of 20,000 arrive here daily. I guess persons are too warm to write letters—at any rate, the post cards keep up the distribution and receipts to a normal state, even though letters have fallen off amazingly."



117,266 Adatracks No. 3,  
sold to stationers.  
Solid glass, removable spring, etc.  
James Adair, Sewickley, Penna.

**THIS PAYS**



## Ink-Counter Profits

Ink counter profits are assured when you display a line of

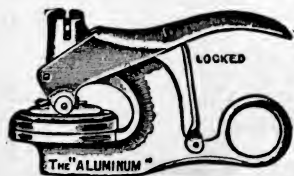
# Carter's Inks

and

## Adhesives

Sterling goods backed by world-wide reputation covering more than 50 years insure a constant demand which mean ink profits.

## Feature Carter's

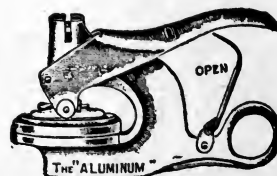


WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES

SIZE OF DIES 1 1/8" DIAMETER



Sold by All Up-to-Date Dealers, or Write to

**MEYER & WENTHE, Engravers,** For Trade Discounts, 31 N. Dearborn Street, CHICAGO

# FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

**A. L. SALOMON & COMPANY**

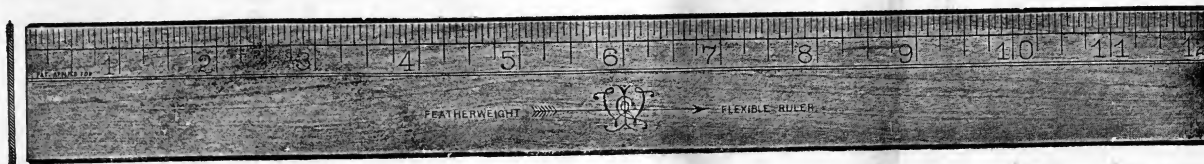
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



## THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY.

WRITE FOR CIRCULAR AND PRICES.

**WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.**

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

## IT'S THE "WEARING QUALITY" SERVICE

*That Makes Our Playing Cards Most Popular*



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

**THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.**

We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

**316 HUDSON STREET (Near Spring Street)**

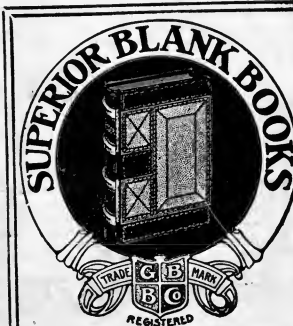
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

*A Complete Stock of All Numbers on Hand*

**GRESHAM BLANK BOOK COMPANY**

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



**Automatic Check Punch**

The Automatic Check Punch, the oldest check protector on the market, and which has been successfully marketed for over 30 years, will hereafter be manufactured by the New Era Mfg. Co., of 315 Fourth avenue, New York. This company was recently organized for the purpose of taking over and promoting in a progressive way the business of the Automatic and several other new office specialties which are now in process of manufacture.

The officers of the new company are Robert H. Ingersoll, president; Thos. F. Putnam, secretary, and B. O. Farnlow, treasurer. Mr. Ingersoll is the head of the well-known firm of Robt. H. Ingersoll & Bro., which made such a phenomenal success in marketing "Ingersoll" watches. His connection with the new company must be taken as full assurance that all the goods made by the company will be progressively pushed.

The Automatic Check Punch is not a new thing to Mr. Ingersoll, as his firm has used one for 25 years and has been used on at least 150,000 checks.

The Automatic is a protective agent built on thorough mechanical lines—on correct mechanical principles. It is thoroughly constructed. From its general outline down to its smallest detail the punch is manufactured in strict accordance with the best mechanical practice. It is costly to build

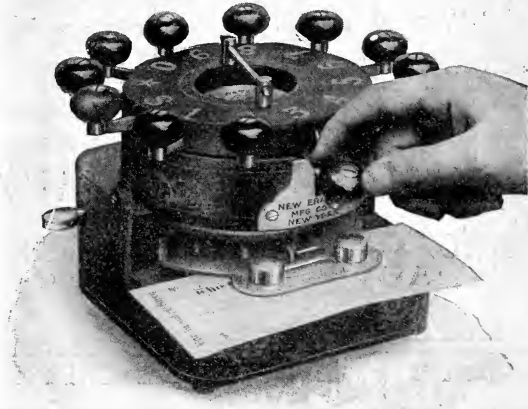
and could only be produced in an expensive and specially equipped factory under the supervision of skilled mechanics. Hence it is said to be built like a watch.

A positive guarantee accompanies each machine and insures its proper mechanical construction and satisfactory performance for 5 years.

part of the check. There is no way of erasing or changing them.

The Automatic is operated with one hand. It is simple, easy and rapid to use.

The check is placed in the machine as shown in the illustration on cover. The turret, or upper part, carrying the handles revolves. Each knob represents a figure



**\$1234567890**

As before explained, the Automatic insures a check by cutting into it the exact amount for which it is written. The figures are cut entirely out. They have clean, square edges, and are peculiarly designed for safety against alteration.

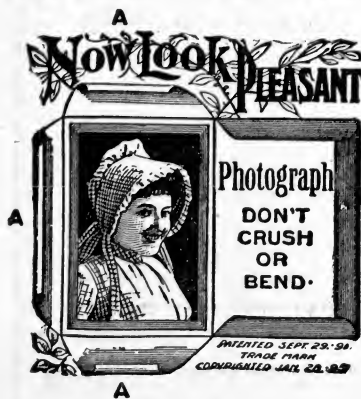
They can be cut into any convenient

or character. A simple pressure on the knob cuts the figure into the check by means of a steel punch and die. There are 12 sets of these punches and dies. The automatic spacing carriage moves the check after each figure has been cut so that it is in place for the next figure.

**LAVETTE'S PATENT ENVELOPE**

FOR MAILING PHOTOGRAPHS, FANCY CARDS, Etc.  
THE OLD STAND-BY SINCE 1891

Pays you 150% PROFIT and on which you are PROTECTED

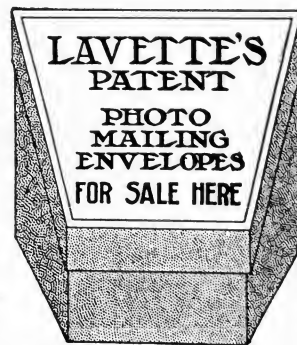


These envelopes are composed of fine 60 lb. Manila paper, reinforced by two separate pieces of pulp board, one on each side. The cut represents the envelope open with photograph laid in. Fold over back marked B and seal with gummed flaps A.

My New Display Box is handsome, strong and durable, containing (5) five different sizes. 1 doz. each cabinet, or Nos. 1, 2, 3, 4, and special size or (60) of my Patent Photo Mailing Envelopes. It is very attractive, handy and helps the sale of envelopes immensely. Price per box, complete, \$1.75. Should you sell any one size of either compartment you can easily refill same from your reserve stock, always keeping your stock clean. Ever since I first placed my envelopes on the market have at all times maintained but one standard, using the best stock obtainable and strictly adhered to one price to all. My envelopes are not a novelty but the best staple you ever had in stock.

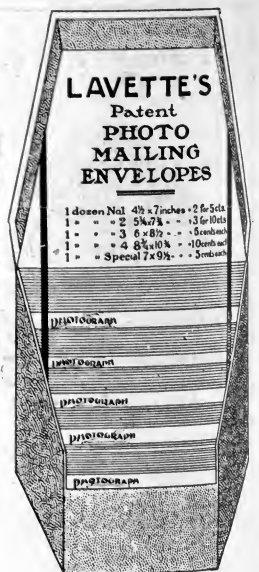
**Attention!!**

My New Display Box



**CLOSED**

Price per box containing 60 envelopes \$1.75 or 1 doz. each of 5 different sizes.



**OPEN**

**TRY A BOX**

FOR SALE BY ALL JOBBERS  
FOR PARTICULARS WRITE TO

**H. C. LAVETTE**

Patentee and Sole Manufacturer

333 S. Clinton Street, - CHICAGO

**REGULAR STOCK AND PRICES.**

Cabinet Size	Dimensions	\$10.00 per M.	\$1.00 per 100	No. in Box
No. 2	4 1/2 x 7 inches	15.00	1.50	100
No. 3	5 1/2 x 7 3/4 "	25.00	2.50	100
No. 4	6 x 8 1/2 "	35.00	3.50	100
No. 5	8 3/4 x 10 3/4 "	25.00	2.50	50
No. 6	6 x 10 1/2 "	35.00	3.50	100
No. 7	8 1/2 x 11 1/2 "	35.00	3.50	50
No. 8	8 1/2 x 13 "	25.00	2.50	50
No. 9	7 x 9 1/4 "	45.50	4.55	100
No. 10	12 x 14 1/2 "	37.50	3.75	50

Look up your stock on above, and, if low, send in your orders. ANY SPECIAL SIZES MADE TO ORDER IN LOTS OF 1,000. PRICES ON APPLICATION.



# In Spite of Cost, Dealers Prefer **LOOSE I-P LEAF** Lines

Every Irving-Pitt loose-leaf device is mechanically perfect. Every Irving-Pitt form is complete, concise, original and fills some definite business or professional need.

It is impossible to make loose-leaf devices that will work more easily or conveniently, look neater, or stand up under hard usage more satisfactorily than the **LOOSE I-P LEAF** lines. And there is no possible call for loose-leaf forms that cannot be filled from the **LOOSE I-P LEAF** line.

Dealers everywhere—the leading retailers in stationery and supplies—appreciate these Irving-Pitt advantages. That is why they keep on hand a full stock of **LOOSE I-P LEAF** devices and forms.

"The trade" has learned that the class of business which determines the standing, the success or failure of any product, has come to depend on **LOOSE I-P LEAF** devices as the highest possible standard.

And price cuts no figure in this standard making. The salesman, when asked for loose-leaf goods at a lower price says: "Yes, we have goods for less money, BUT THEY ARE NOT I-P."

The **LOOSE I-P LEAF** stock is the largest and most complete in the world. There is not one "dead" item in the line; all "back number" forms and devices are eliminated. Dealers have learned that nowhere else can they get loose-leaf supplies so quickly, so satisfactorily.

Be prepared to fill every loose-leaf want—look over your field—study the **LOOSE I-P LEAF** catalog—learn the many uses for **LOOSE I-P LEAF** forms and devices—and with the prompt Irving-Pitt service at your command you can enjoy the cream of the loose-leaf business in your locality.

"Irving-Pitt" stands for "Loose-Leaf ImProvement."  
Catalogs upon request.

## Irving-Pitt Manufacturing Company

KANSAS CITY, MISSOURI

2



## Tally Cards

*The Brightest, Snappiest line you ever saw!*

And why shouldn't it be the best line when we have at our command every known method of engraving and printing, from the most numerous colored lithograph to zinc etching, including photogravure, halftone and steel engraving in all its forms?

New ideas in BRIDGE and "500" Score Cards, both in the design and construction of the card itself.

Write for samples now.



## BOSTON TRADE GOOD

The Most Optimistic Sentiment Prevails  
Among the Hub Stationers—School Supplies Still in Demand—Holiday Trade.

New England Office, THE AMERICAN STATIONER,  
127 Federal St., BOSTON, October 3, 1911.

Trade conditions in all lines are of the very best and the weather has been of a character to give a stimulus to trade in general, especially among the larger stores. The local stationers in common with the rest of the business concerns, has felt the general effect of these good conditions with the result that there is to be found among them a most optimistic sentiment as to what the balance of the fall trade is to be. A demand for school supplies still continues while the chief interest is centered in the holiday trade, and already novelties for Hallowe'en are displayed in large quantities, the attention of the buyer being attracted to this line which marks the real inaugural holiday season. Social stationers are continuing to enjoy good trade for wedding stationery and announcements, while the commercial stationers and those making a specialty of office supplies find their business constantly increasing.

### HENRY C. HENCHEY GOING UP.

The many friends in the trade of Henry C. Henchey, former assistant manager of the Grove street factory of the Logan Swift & Brigham Division of the United States Envelope Co., Worcester, Mass., will be greatly pleased to learn of his advance to the position of manager of the W. H. Hill Envelope Co., Division of the United States Envelope Co. Mr. Henchey has been associated with the United States Envelope Co. for a dozen or more years and has a large acquaintance throughout the stationery and paper trade. All of them will join in wishing him a most successful career.

The Industrial and Educational Exposition which is being held at the Mechanics Building, in the interest of the industries of New England, under the auspices of the Boston Chamber of Commerce, opened its doors yesterday and will continue until the first of November.

Harry Callahan, for several years with Thorp & Martin Co., is now located with the firm of Hill, Smith & Co., where he succeeds Herman Fleister, Jr., as buyer and manager of the retail departments.

### ASSOCIATION TO MEET OCT. 24.

At the meeting of the executive committee of the Boston Stationers Association held last week, it was definitely decided to hold a meeting and dinner at Young's Hotel, on Tuesday evening, October 24, which will be for members only of the association.

The selection of Samuel Ward as

toastmaster for the banquet of the National Stationers Association, to be held in connection with the closing of the convention at Buffalo next week, was certainly an excellent choice on the part of the banquet committee. Those in attendance can be assured that the introductory remarks for the various speakers will reach the right spots.

J. Parker Hall, Jr., representing Tilden-Thurber Co., of Providence, R. I., is at Young's Hotel this week, displaying a line of leather novelties which is proving a great attraction to the local buyers. His firm has been manufacturing leather and jewelry specialties for the stationery trade upon a small scale but is now going into this line on a bigger basis so that in the future it should be a real factor for a share of this trade among the stationers.

Frank Bailey, former president of the National Association, leaves here tomorrow for New York city, headed for the Buffalo Convention, and expects to arrive in Buffalo before the firing of the opening guns.

### TRAVELERS IN TOWN.

Among the traveling men calling on the local trade during the past few days were John A. Sherman, of the Sherman Envelope Co.; P. G. Underwood, representing Hawkes-Jackson Co.; W. H. Nelson, representing Whitcomb Envelope Co., and F. L. Coggin, representing the National Blank Book Co.

J. R. Sherman, a new representative of the Eaton-Dikeman Co., of Lee, Mass., manufacturers of blotting papers, made his initial call on the local dealers during the past week. A. A. TANYANE.

### Diary Insurance Agency

About ten years ago the idea of including an accident insurance coupon in each copy of their diaries was carried into effect by Messrs. Charles Letts & Co., and the result of this enterprise was seen in the remarkable increase of sales which their books at once experienced.

What was at first an individual selling feature soon became the general rule, and the firm have for several years been trying to make a break in another direction which should be equally effective. This they have now succeeded in doing by a scheme which must be admitted to confer great advantages on the stationery and book trade, and which comes into force with their diaries for 1912.

Under the old conditions it was necessary for the purchaser to send the registration form to the General Accident Insurance Co. (the company with whom the risk was effected) together with the fee of 2d., 6d. or 1s., according to the risks it was intended to cover. These fees have amounted to thousands of pounds, and Messrs. Charles Letts & Co.'s new plan, which they have persuaded the company

to agree to, is that the registration may be effected at the time of purchase, the stationer accepting the fee and forwarding in due course to the insurance office, but first deducting 25 per cent. of the amount as his commission.

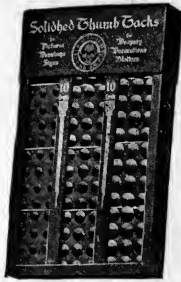
A little consideration will show that this system amounts to putting several thousand pounds clear profit into the hands of the trade, with the possibility of easily doubling this by ordinary attention at the time of sale.

Messrs. Charles Letts claim to sell over a million pocket-books and diaries annually, each one having a coupon. Remembering the difficulty that is experienced in getting the public to despatch any communication involving a money enclosure, however small, we are not surprised that only about 20 per cent. (or 200,000) policies were completed by registration. But of these 200,000 about 80 per cent. were sent with the 1s. fee, totaling £8,000.

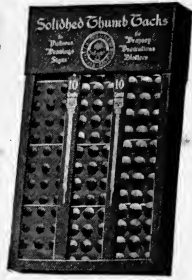
Now it is clear that the 800,000 purchasers of diaries who were too neglectful to send in their forms are splendid "prospects" for the stationer-agent to turn into money, for there can be no doubt of the intrinsic value of his insurance, or of the wisdom of completing the contract before even the journey home provides the possibility of a dangerous accident. It has cost the company effecting the risk £8,000 in the past five years, and provides one thousand pounds in the event of death by train accident; £500 in the event of death by other accident of travel, with proportionate sums in the event of permanent or partial disablement. This for the sum of 1s. per annum is surely value enough, and it can only be to the universal failing of putting off till tomorrow what should be done today that the low percentage of one in five who register is to be ascribed.

We shall be surprised if stationers and their assistants do not reveal some strong selling powers in their efforts to persuade customers to do the right thing for themselves. In short, the new arrangements are most welcome from all points of view; to the public they offer increased convenience; to the trade increased profit, and to the publishers a large increase of circulation for their publication.—The Stationery Trades Journal.

The H. M. Gillett Post Card Co., Lebanon Springs, N. Y., has just issued its new Catalogue No. 32, which is a special holiday number descriptive of the firm's extensive line of Thanksgiving, Christmas and New Year post cards. The catalogue contains sixteen pages, fully illustrated, and in addition to the holiday lines there are descriptions of assortments of comics, sentimental subjects, "Interpretation" cards, mottoes, children, Hallowe'en designs, floral styles, landscapes, birds, comic pigs and bears, and birthday post cards. In fact, almost everything in the way of a post card is here.



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

# ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

## "INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50

With No. 2 Gold Pen.



\$2.00

With No. 5 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS. WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. 27 THAMES STREET. J. ULLRICH & CO. NEW YORK CITY

## F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

ARTISTS' MATERIALS and DRAUGHTSMEN'S SUPPLIES



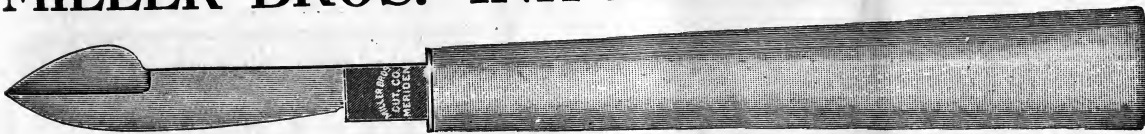
"Fabriano" Drawing and Water Color Papers. Superior to any other hand-made papers on the market.  
"Fabriano" Charcoal Papers made in twelve tints. Write for sample books.

Largest assortment of Mathematical Instruments for schools and colleges, comprising all qualities from the cheapest grade to the finest Rieffel and Richter brands.

SCHOOL WATER COLORS

General Catalogue of Artists' Materials, Vol. 325, Mailed on Request

## MILLER BROS.' INK ERASERS are the Standard



Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers



Headquarters For  
DIAMOND BRAND TYPEWRITER RIBBONS AND  
TIP TOP BRAND CARBON PAPERS  
SPECIAL BRAND  
ARCH BRAND



THE S. T. SMITH CO.

11 BARCLAY STREET

NEW YORK CITY

Headquarters for Manifold Flimsies, also a complete line of Typewriter Linen Papers, etc.

# UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

CORRESPONDENCE SOLICITED.



## COAST OPTIMISTIC

San Francisco Stationers Feel Much Encouraged Over Outlook—Present Activity Influenced by Location and Special Line.

(From Our Regular Correspondent.)

SAN FRANCISCO, October 2, 1911.—Just at present the activity at the various stores depends very largely on the location of the store and the trade to which the particular establishment caters. Most of the office supply stores are only just beginning to feel the effects of the coming fall, while the book stores and the dealers engaged in the school supply business are already well into the rush. Everybody is optimistic, though a few admit that the summer has not been up to their hopes.

### MANY TRAVELERS IN TOWN.

A lot of visitors have been in town since the first of September, the list including a number of well-known names from the Eastern factories as well as a good sprinkling of country retailers who are here laying in stock for the fall and early winter.

Cunningham, Curtiss & Welch, who were rushed with the school supply end of the business a week ago, are still busy as they can be in the same lines. Their shipping department has been working nights for several weeks, this being due to the country demand which is now at its height. The country schools do not open till several weeks later than the city schools, and the interior dealers are just stocking up to meet the usual rush. Though not so active as the book and other strictly school supply departments, the stationery trade is also excellent.

W. L. Wingrove, of the retail book department of Cunningham, Curtiss & Welch,

is ill and is spending several weeks in the mountains in order to recover.

L. W. Hill, a prominent stationer of San Luis Obispo, Cal., is in San Francisco this week buying holiday goods for early shipment.

Mr. Vincent, of the Cardinell-Vincent Company, reports that business in post cards and in its regular lines is moving along about as heretofore. H. P. Harrison, who was with this house for some time has just resigned to take charge of the stationery department of the J. K. Gill Co., wholesale and retail stationers of Portland, Ore.

Manager Nourse, of the book department of the Emporium, has just returned from his Eastern buying trip. He finds local conditions in good shape, business being particularly brisk on the new things. Fiction is starting the season well, and the holiday trade in this class should be very good. Mr. Nourse states that he picked up many attractive novelties in children's books while in the East.

Mr. and Mrs. Stanley Hosmer, stationers of Santa Rosa, Cal., are visiting in San Francisco this week, partly for vacation purposes and partly to lay in the stock for fall.

Angie Thomas, traveling representative of Eberhard Faber, is calling on the local dealers this week.

Harry Freeman is dropping in on the San Francisco and Oakland trade this week with the samples of the Stanford Ink Co.

A "Stationery Shop" has been opened by the City of Paris department store in this city. The new department is located on the ground floor, where an excellent location has been given it. Only the finest lines of stationery and novelties will be

carried. Some new hand-painted place cards are being shown this week.

Another pencil man who has just shown up for the fall is George Reindel, traveling man for the Eagle Pencil Co. He reports a good business on the way West.

### NEW DENNISON HALLOWE'EN GOODS.

Manager Freeman, of the Dennison Manufacturing Co., is still in the East, but is expected back about the first of this month. The Dennison art room in this city is now devoted to Hallowe'en goods, a splendid showing being made of the numerous novelties that can be made of crepe paper. Four new lines of Hallowe'en goods, now being shown. New lines of gummed silhouettes, including owls, cats, witches, pumpkins, etc., are a notable part of the display, these being intended for decoration.

### WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 35 words or less, each and every insertion; over 35 words, 4 cents a word each and every insertion.

### HAND STAMPING PRESS FOR SALE

price \$25 guaranteed and in first-class condition. Improved English type, of press capable of doing the finest registered and illuminated work. Address. Box 697, care AMERICAN STATIONER.

AGENTS WANTED to sell manufacturers' line of high grade tablets, etc., to sell both the retail and jobbing trade on a commission basis. References with reply. Address P. P. C., care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

## Thompson Smith Co.

263 Fifth Avenue  
Cor. 29th Street  
NEW YORK

Dainty and  
Different

### Greeting Cards

in envelopes for  
Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

\$ 3.00  
per 100

The kind we have made so popular

## ARE YOU READY

### For the Fall Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch.  
Try Our New Monotone Style.

500 for \$4.<sup>00</sup>; 1,000 for \$5.<sup>50</sup>

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries." Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."



## E. C. KROPP & CO.

230 JEFFERSON ST.

MILWAUKEE, WIS.

Manufacturers since 1894

tions for place cards, candle shades, etc. Aside from the Hallowe'en goods, the regular line of holiday goods is being shown.

**MITCHELL SPREADING OVER-SEAS.**

Edward H. Mitchell, having pretty well covered the western half of the United States as far the mainland is concerned, has now extended his operations to the Hawaiian and Philippine Islands. He has established a branch with Raven & Jacobson, 174 King street, Honolulu, and with C. Solomon, Jr., at Manila. Both branches will carry a general stock of the Mitchell cards as well as special island cards which are now on Mr. Mitchell's presses.

Mr. Stacy, representing the loose leaf lines of Boorum & Pease, and Charles Meyer, representing the regular lines of the same company, are both in San Francisco taking their usual orders from the jobbers.

Mr. Cook, of Cook & Cobb, Chicago, is on a trip to the coast and spent the past few days with the local trade.

I. O. Upham, of the Isaac Upham Co., is now preparing for a trip around the world, which he expects will consume the greater part of ten months. If present plans materialize he will get away about October 5. During his absence the business will be in charge of B. P. Upham. Fall business with this house has commenced in good shape. The factory is now working with a full force.

Mr. Johnson, representing the Roneo Co. of New York, is now here taking business for the company's duplicating machines. He will make his headquarters in this city for some time, while he is canvassing the city and the adjacent territory.

Chas. W. Knode, of the Albemarle Paper Mfg. Co., of Richmond, Va., arrived in San Francisco a few days since.

**NEW STORE STARTING UP WELL.**

The new store of the Schwabacher-Frey Stationery Co. is now running in perfect order, the first month in the new location having shown up with a total business just about double that of the previous month in the old Sansome street store. A new line of fancy leather goods has been added to the stock during the last week. At the Folsom street factory improvements are also under way. A complete set of the latest lithograph presses has been added, and arrangements are under way to put on a new auto delivery wagon on the 5th of October.

William G. Metzger, with the C. R. Gibson line of goods, is now in the city.

Lewin Ludigen, representing the Eaton, Crane & Pike Co., has been in San Francisco for some days.

Clarence Barnum has bought out the stationery and drug business of J. A. Jewett at Forestville near Sebastopol, Cal. Mr. Jewett will remove to Des Moines, Iowa.

W. S. Borba, of Sebastopol, Cal., has moved to fine new quarters in the Walker building in that place. ALLEN.



**These Invitations mailed FREE**  
**Direct to your Customers**

expressly inviting them to call at your store; and your name and address is prominently imprinted on the front. With these handsome "Invitation Folders" we will include 2 little books exquisitely printed in 4 colors in *de luxe* style; they are rattling good stories told in a swinging, breezy American way, bubbling over with humor and wit that will cause the laughter-wrinkles to gather around eyes and mouth. They help mightily to bring the people into your store for



AND REMEMBER—the whole thing doesn't cost you a cent—we stand ALL the expense of printed matter, envelopes, imprinting your name, addressing and postage!

This is only one feature out of the seven contained in our great "business-building" Plan entitled

**"Make Your Store A Magnet"**

This plan is compiled in a large 16 page book finely printed in colors on heavy enameled stock. It's free. Fill out coupon below.

THE CONKLIN PEN MFG. CO., 126 Conklin Bldg., Toledo, Ohio

THE CONKLIN PEN MFG. Co., Toledo, Ohio (A)  
GENTLEMEN:—Without obligation to order, please send Book entitled, "Make Your Store a Magnet," to  
Firm \_\_\_\_\_  
City and State \_\_\_\_\_

### Avoid Window Reflections

Some retailers are forever having trouble with reflections in their show windows, and in some instances they find that no end of different plans for eliminating the fault, prove failures. Another retailer, who has never had trouble with reflections, can not understand why his neighbor has the trouble that he has not. Frequently two dealers with stores directly opposite each other, or with stores side by side, with windows of the same type and with backgrounds of the same material will find that one has reflection trouble and the other has not. Two men with stores on opposite corners became entangled in a heated argument as to why the value of the windows of the one was so compromised by the reflections while the window of the other were free from the disadvantage. They decided to call in a well-known photographer, thinking that his knowledge of the value and source of shadows might enable him to solve the enigma. The problem was easy for the picture man.

One store was on the north side of the street and the other was on the south. The sun seemed to beat down on the white pavement so close to the windows of the dealer on the north side that it flared up on to the plate glass. Then the flare was caught and reflected back, apparently, by a mirror background. The sun never both-

ered the dealer whose store was on the south side of the street. The photographer advised a fairly low awning for use at mid-day and a substitution of a dark, dull background for the mirror back. The change was made and it was found to entirely remove the objectionable reflections.

Sometimes, however, the cause of the reflections is so elusive that any amount of figuring fails to find out exactly what will be necessary to remove the fault, and in such cases only repeated trial of various arrangements of awnings, backgrounds and floor covering can result in the elimination of the reflections. The plate glass or the mirror back, or possibly the dark, or the hardwood, or possibly the white back is the essential that is lacking. Sometimes a low window will catch the glare from the pavement and yet sometimes it is the high window that catches it from no one knows where. Sometimes the direction of the sun's rays itself is the cause and yet again it is found that the reflection of the light by a building across the street is the cause of the trouble. As a rule the placing of dark background, or of the reverse, a white, dull background, has been found a successful solution of the problem. Again an awning may be necessary, sometimes a wide one and sometimes a narrow one. Sometimes, where it is essential that some light be admitted to the store through the window, so that a solid background to

the window-trim cannot be installed, it has been found that a ground or frosted glass back can be utilized in panels, with a tendency to eliminate reflections.

The problem is elastic, and it is probably as intangible as any of the store detail problems that confronts the retailer, and yet it is one that should be met squarely and solved. The reflecting show window offers a good opportunity for a possible customer to see himself, but with his reflection in full view the chances are good that the goods get little attention. And if the looker be not vain in the least, but really seeks to see the goods displayed, he can see them only imperfectly. Every dealer should see his show windows as others see them. If there are reflections in them that mar their value he should try plan after plan until he removes them. Otherwise the greater part of the value of the window is lost.—Sporting Goods Retailer.

### Show Cards Received

THE STATIONER wishes to acknowledge the receipt of a bundle of show cards which it is anxious to reproduce. Unfortunately, however, we do not know the name of the sender, no letter having reached us as to their origin. Will the stationer who was kind enough to send us samples of his work please send in his name so that we may give due credit?



TRADE MARK  
PILOT WHEEL



TRADE MARK  
GEOMETRIC



TRADE MARK  
OCTO



TRADE MARK  
ARROWHEAD



TRADE MARK  
THREE RING

## Inlaid Paranoid Poker Chips, $1\frac{1}{16}$ -inch.

ROUND OR SQUARE EDGES.



TRADE MARK  
SCIMITAR

PARANOID CHIPS are made in Plain, Engraved, Inlaid and Initial Inlaid.

MONOGRAM INLAID to order.

PARANOID CHIPS are for exacting trade and clubs—stack accurately, colors permanent, shades uniform.



TRADE MARK  
COMET

We also manufacture a complete line of the cheaper chips:

PLAIN— $\frac{7}{8}$ ,  $1\frac{1}{4}$ ,  $1\frac{3}{8}$ , and  $1\frac{1}{2}$  inch. EMBOSSSED—fancy designs,  $1\frac{1}{2}$  inch.

ENGRAVED—fancy designs— $1\frac{1}{2}$  inch.

RAISED NUMERAL— $1\frac{1}{2}$  inch figures 1, 5, and multiples of 5.

PINOCHLE CHIPS— $1\frac{1}{2}$  inch—put up ten sets to a carton - each set in a tubular box.

ORDER U. S. POKER CHIPS with shipments of BICYCLE, CONGRESS and other grades of our Playing Cards.

THE UNITED STATES PLAYING CARD CO. Cincinnati, U. S. A.

Above cuts are reduced size for illustration purposes.





**EUREKA EYE SHIELD**

SAVE YOUR BREAD WINNERS

The Eureka Eye Shade protects the eye on all sides. Made of Green Celluloid, neatly bound. Costs 25c each. Sold by all dealers. Manufactured by Chicago Eye Shield Co., 128 So. Clinton St. Chicago, Ill.

**WHY NOT SELL THE BEST AND SAVE THE AFTER-TROUBLES?**



**TATUM LEDGER**  
BUILT FOR SERVICE

Ask for our new complete Loose-Leaf Catalogue 27 E, and our new General Catalogue just off the press.

**SAM'L C. TATUM CO.**

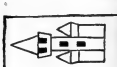
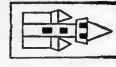
Main Office and Factory  
CINCINNATI, O.



New York Office  
180 FULTON STREET

MAKERS OF "THE

LINE OF TRUE MERIT"

The standard of pencil excellence  
**A. W. FABER**  **"CASTELL"** 

The most perfect writing and drawing equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761  
**A. W. FABER, Newark, N. J.**

**TYPEWRITER CARBONS & RIBBONS**



**PERFECT SATISFACTION GUARANTEED**

A trial order will explain why.  
**INTERNATIONAL CARBON PAPER CO.,**  
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH  
INT. CARBON PAPER CO. 22 O'leice St., CHICAGO

1912  
**EXCELSIOR DIARIES**  
NOW READY



**KIGGINS & TOOKER CO.** 35-37 Park Place  
NEW YORK

# Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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**"Drysdale" Art Productions**

The Drysdale Company, Inc., art publisher, with offices at 209 So. State street, Chicago, and 41 W. 36th street, New York, manufacture a line which has firmly entrenched itself in the hearts of the stationers as being the most complete and containing the most handsome designs. The company publishes high-grade photogravures, post cards, ideal heads, mottoes, aquagravures, landscapes, tally and place cards, and its Christmas and New Year folders in plain and hand-colored photogravures are causing the trade to sit up and take notice, they being unexcelled in beauty of design and original ideas.

The company is calling particular attention at this time to its 1500 line of Christmas folders, and it is probably the best 5-cent retailer in the market, and it might be well to add that its 1600 folder holds the same position in the 10-cent field. In



Christmas post cards there are over 30 beautiful subjects.

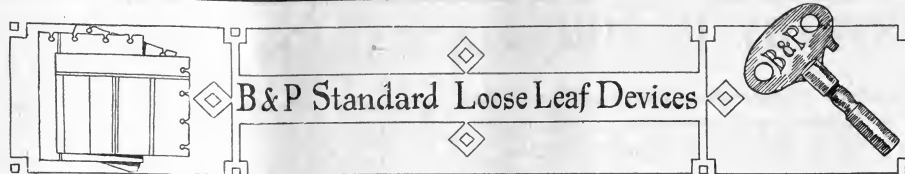
The Drysdale Company has always endeavored to get away from the beaten track in this line of goods; always on the alert for new ideas, it is continually putting forth a line, the equal of which is seldom met anywhere.

The company's new office at 41 W. 36th street, New York, has just been opened. On account of the space being too small in the old office in that city, it was obliged to seek new quarters, where it now enjoys much increased space.

Stationers and fancy goods' dealers who are interested will do well to get in touch with this company. Address either office.

A number of secret cameras have been at the Royal Photographic Society's exhibition at Prince's Skating Club. One resembles a pair of field glasses. While the photographer is apparently looking at a distant view he is in reality snapping the unsuspecting person at his side.—Tid Bits.

C. J. Ninger, the stationer at 80 West Broadway, New York, has an interesting window display this week of Davids' Signature Ink De Luxe. The attractiveness of the bottles and the labels as well as the display signs used were the means of drawing the attention of the passer-by to the display and the article exhibited.



**He's On The Way To You**

"The most complete STOCK Loose Leaf line ever offered the dealer" will be shown you as quickly as the B&P man can get to you!

He's on his way with the full sample line. Every dealer who's seen it says, "Good work!"

"Now I can really fill loose leaf orders out of STOCK," says one.

"The customer CAN'T HELP FINDING what he wants in such a line," says another.

You will say the same, when you see the samples. No more "slow sellers," if you carry this loose leaf line. Wait for the B&P man!

**Boorum & Pease Loose Leaf Book Co.**

MAKERS OF  
**B&P STANDARD and SIEBER & TRUSSELL**  
Loose Leaf Devices

<b>MAIN OFFICE</b>	109-111 Leonard St. New York	<b>SALESROOMS</b>	220 Devonshire St., Boston, Mass.	<b>FACTORIES</b>	Brooklyn, N. Y. St. Louis, Mo.
	109-111 Leonard St., New York		Republic Bldg., Chicago, Ill.		4000 Laclede Ave., St. Louis, Mo.



**"Like Having The Whole Bank Behind Your Account"**

Boorum & Pease stand solidly behind their goods. Absolute satisfaction is guaranteed both you and your customer.

And Boorum & Pease stand solidly behind the dealer. He gets the kind of protection that protects—not sometimes, but—ALL the time!

The largest BLANK BOOK line—and the one with the longest experience back of it.

**Boorum & Pease Company**

MANUFACTURERS OF  
**STANDARD BLANK BOOKS**  
The Line of 10,001 Numbers

<b>HOME OFFICES</b>	Bridge, Front & York Sts., Brooklyn, N. Y.	<b>FACTORIES</b>	Brooklyn, N. Y. St. Louis, Mo.
	109-111 Leonard St., New York		4000 Laclede Ave., St. Louis, Mo.





## STEADY IN CHICAGO

Despite Unfavorable Weather, Trade Has Continued Steady—Catalogue Commission Ready to Report—Buffalo Delegation.

Western Office, THE AMERICAN STATIONER,  
431 So. Dearborn St., CHICAGO, October 3, 1911.

Notwithstanding the fact that the weather has been very erratic during the past week and there has been considerable rain and a number of chilly, damp days, business with stationers has continued steady as a rule. Transient trade has been interfered with somewhat, but this has been more than offset by greater activity in the manufacturing departments of stationery houses. The outlook is that trade during the Fall months will be good, and stationers are preparing for this. It is argued that although estimates of crops fell off somewhat, the prices have raised to a point which more than offsets the falling off, and the money value throughout the crop sections in the West is larger than one year ago. So in spite of the disturbed conditions in the stock markets, business is showing improvement right along in this section, and this being true under the existing circumstances, is expected to continue for the balance of the year.

### CATALOGUE COMMISSION REPORT.

The members of the National Catalogue Commission are winding up the work they have in hand and are getting their report in shape to submit to the National Association of Stationers and Manufacturers in Buffalo next week. The task of the members is a heavy one and requires the use of all the possible available time of Messrs. Gibbs and Stevens, the local members, who are about fagged out with the extra labors of the Commission, together with the additional work required to be done in connection with their own business on account of their forthcoming absence from the city while they are in attendance of the Buffalo Convention.

### WILL BE WELL REPRESENTED.

Chicago promises to be well represented at the Buffalo Convention next week, as arrangements are being made to go to that city in a body by the Chicago stationers, who will be joined by members of the National Association intending to be present who reside at nearby points. It is planned for the delegation to leave Chicago on Saturday evening next on the 10 o'clock Michigan Central train, and on the following afternoon the larger number of the

party will proceed by boat to Buffalo. Fletcher B. Gibbs, who will accompany the party to Detroit will proceed on to Buffalo in order to attend a meeting of the executive committee on Monday. Those who have signified their intention of going are the following:

A. H. Childs and wife, S. D. Childs & Co.; E. Y. Horder and daughter, E. Y. Horder; Mr. and Mrs. Gus Meyer, Meyer & Wenthe; Mr. and Mrs. W. A. Stanger, Mr. and Mrs. Sharp, Office Outfitter; Fletcher B. Gibbs, Chas. A. Stevens, Stevens, Maloney & Co.; H. S. Adams, Eaton, Crane & Pike; R. B. Wilson, C. R. Fargo, C. S. & R. B. Co.; Joe Hildreth, Esterbrook Pen Co.; A. W. Williams, Eberhard Faber; Wm. Rodiger, Sanford Mfg. Co.; Sam Mayer, Joseph Dixon Crucible Co.; Harry Murdock, Irving-Pitt Mfg. Co.; Wm. F. Krohner, Goes Lithographing Co.; S. S. Barrett, Barrett's Bindery; Chas. Stromberg, Stromberg, Allen & Co.; Blackmore and Bergman, Inland Stationer; all of Chicago. Mark Forest, Heinn Co., Milwaukee; E. C. Thomas, E. R. Williams & Co. Minneapolis; Louis J. Coe, Coe Bros., Springfield, Ill.; O. R. Ihling, Kalamazoo, Mich.

F. D. WATERMAN IN TOWN.

F. D. Waterman, of the New York office of L. E. Waterman & Co., arrived in Chi-

cago on Saturday last and will remain for a few days. Mr. Waterman reports business as holding up very satisfactorily in all sections of the country for the Waterman Fountain Pen.

H. A. Stacy, representing the Boorum & Pease Loose Leaf Book Co., arrived in the city today and immediately "got busy" in explaining the merits of his line to his customers here.

Sam Dunham, one of the efficient sales force of Shea Smith & Co., after remaining for a couple of weeks in Troy, N. Y., his old home, has returned to Chicago and is on deck in his old position. Sam withstood the temptation to visit New York City for a glimpse of the white lights, saying that he was having such a good time in Troy he could not find the time. That excuse will answer as well as any other, Sam.

G. E. Hamlin, representing the McMillan Book Company, of Syracuse, N. Y., was calling on the trade last week.

A. I. Williams, in charge of the Chicago office of Eberhard Faber, is calling on the Milwaukee trade this week.

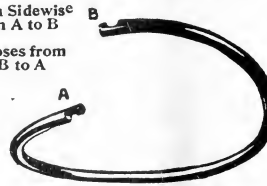
R. G. P. Bugg, representing the Frank A. Weeks Manufacturing Company, having finished his work here and secured a nice line of orders, has moved on to other portions of his territory.

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the end for carrying extra leads.  
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SOMELY LITHOGRAPHED CARD**

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## OTHER PERSONAL MENTION.

Harry L. Adams, Chicago manager for Eaton Crane & Pike, has just returned from one of the most successful trips over his Eastern territory he has ever had. A. F. Overstreet, of the same office, has departed for Kansas City, and A. C. Statt is at Omaha and will call on the trade there as well as at Lincoln and other points before returning to Chicago.

An effort has been made to form a bowling league among stationers for the Winter season, thus far without success. The prospect of a match between bowlers in the Carter's Ink office and from S. D. Childs & Co., is attracting quite a good deal of interest, and it is possible that the excitement will run sufficiently high to get others interested and a league be formed later.

F. G. Wilstach, representing Kimpton, Harbottle & Haupt of New York, is calling on the trade this week.

C. M. Meyer, manager of the Chicago office of the Boorum & Pease company, is expected to arrive in the city today from an extended trip over his Western territory.

M. S. Dimmitt, the popular salesman for Samuel C. Tatum Company, of Cincinnati, is calling on stationers this week. Mr. Dimmitt reports a nice line of orders and says that business is showing good indications of improvement from now on.

Don M. Harris, representing The Housh Company, Boston, was calling on the trade last week.

The following representatives have sent on their announcements of their intention to visit Chicago, as follows: T. K. Brownell & Co., New York, October 5; H. J. Wood, of the Plympton Division of the U. S. Envelope Company, October 5; Clarence G. Wilson, of the Saugerties Manufacturing Company, Saugerties, N. Y., October 14; Conrad Heppe, representing C. F. Rumpff & Son., Philadelphia, October 30.

THOMPSON.

## NEW PATENTS

Messrs. Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:

1,002,032.—Pencil holder. G. B. Coffin, Apache, Okla.

1,003,190.—Fountain pen cap. H. A. Mason, Taunton, Mass.

1,003,265.—Hinge mechanism for the covers of loose leaf books. F. L. Impey, Birmingham, England.

1,003,326.—Check book. G. M. Broudy, Dysart, Pa.

1,003,358.—Penholder attachment. J. W. Harmon, Mauriceville, Tex.

1,004,056.—Copy holder. G. C. McCune, Chicago, Ill.

1,004,093.—Holder for pencils, pens and the like. B. B. Shook, Rittman, Ohio.

1,004,123.—Document filing device. R. H. Whitehead, Whitley Bay, England.

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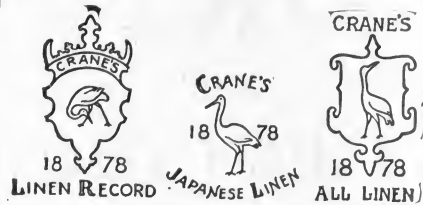
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